November, 1953

SOAP and Sanitary Chemicals

In this issue...

Patent on aerosol shaving cream sets off law suits

* * *

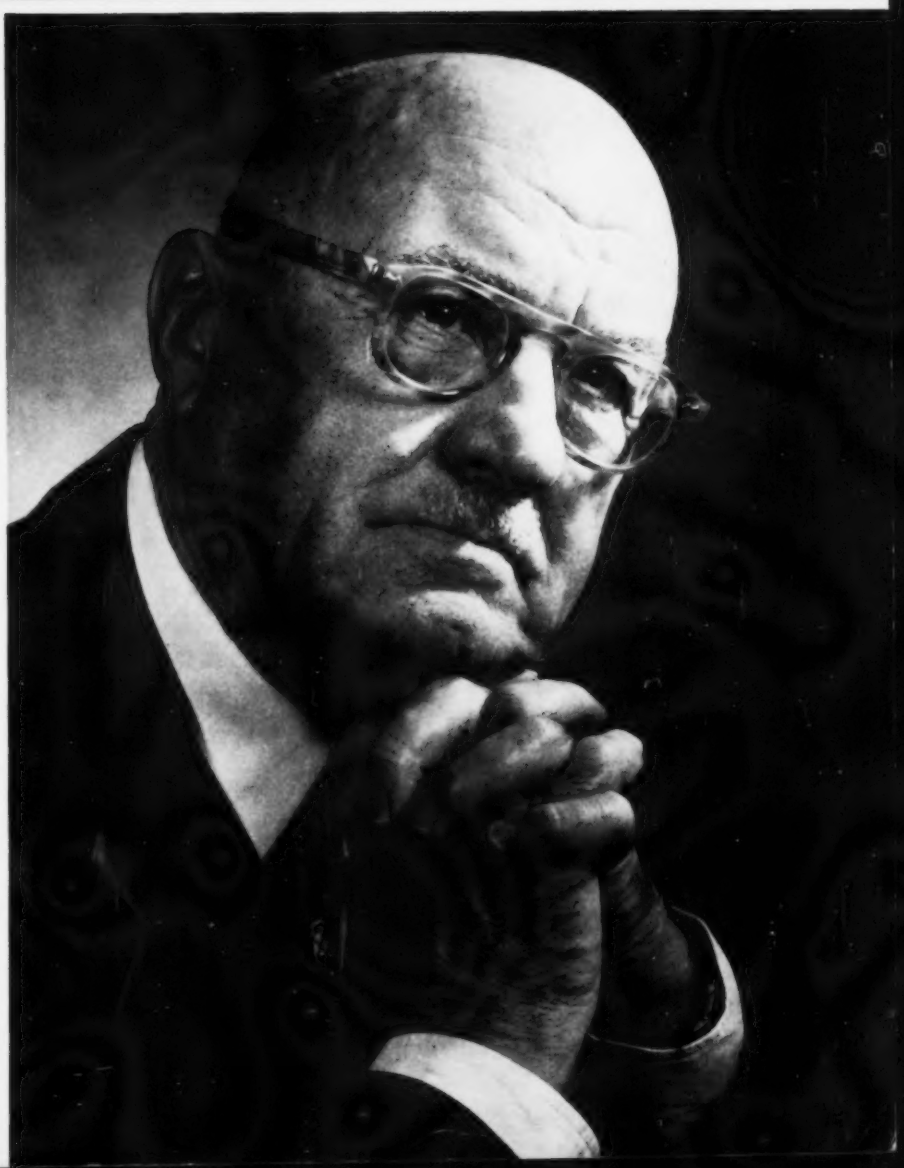
Like sudsless detergents say housewives using them

* * *

Visual selling sparks Zep rise in sanitary supplies

* * *

Rate soaps and detergents part in dermatitis cases



Cover photo . . . Board chairman and founder of Stanley Home Products, Frank Stanley Beveridge heads chemical specialties firm sales of which have risen from one million dollars in 1940 to $56,000,000 in 1952. Premiums helped. See pg. 42.

this..... Costs Less than

when you use

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DEODORANT OIL

- **combines with formaldehyde and water to make a milky emulsion spray**
- **positively will not break down or separate**

WONDERFULLY EFFECTIVE FOR killing all tobacco and cooking odors . . . destroying odors in public rooms, theatres, kitchens, apartment houses, rest rooms, schools, hospitals, taverns. *Leaves a pleasant, fresh after-scent that people really like.* Klenz-Aire Deodorant Oils work in all types of dispensers. We'll be glad to send you generous samples to test in your own containers. Why not write us today!

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Bouquet "C"
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Clover
Gardenia
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Jasmin
Lavender
Lilac
Mint
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Neutra
New Mown Hay
Oriental
Pine Needle
Rose
Sandalwood
Spice
Sweet Pea
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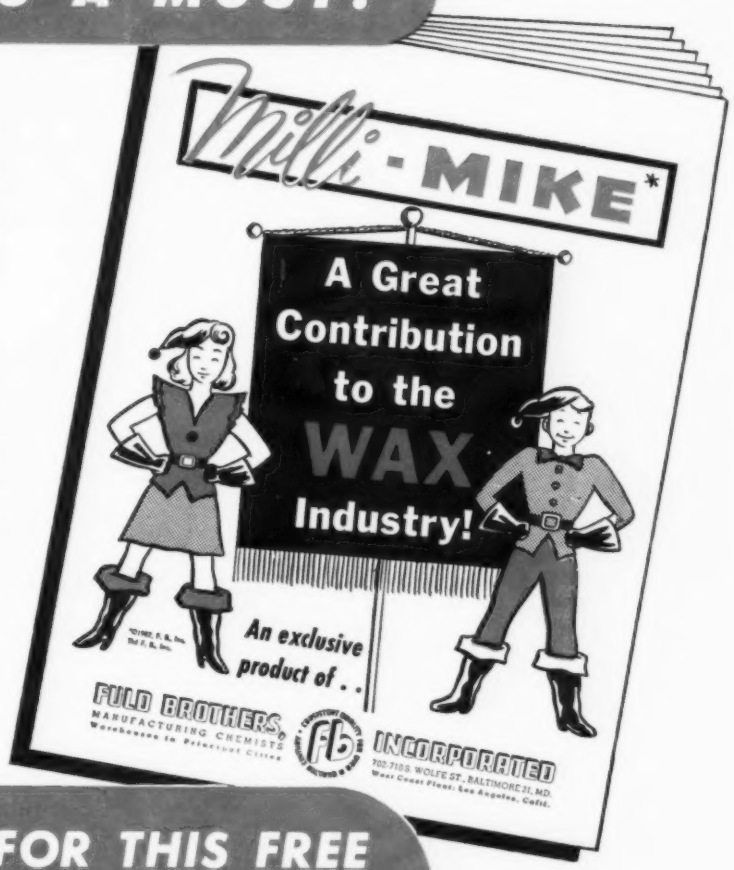

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Here's an opportunity for formulators to increase profits — Sterox AJ!

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- Effective over a wide range of concentrations and temperatures.
- Unaffected by hard water conditions.
- Excellent detergent for fats and oils as well as carbonaceous soils.
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CHEMICALS – PLASTICS

SERVING INDUSTRY . . . WHICH SERVES MANKIND

SOAP and Sanitary Chemicals

Volume XXIX, No. 11 November, 1953

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Editor
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Published monthly by
MAC NAIR-DORLAND COMPANY

IRA P. MAC NAIR
President

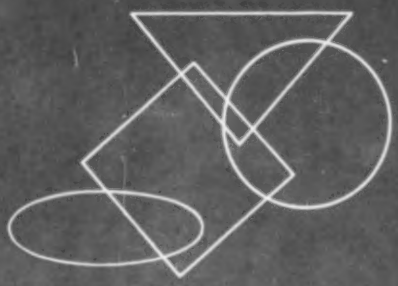
GRANT A. DORLAND
Vice President and Treasurer

Publication Office
254 W. 31st St., New York 1, N. Y.

Chicago Office
333 N. Michigan Ave.

AUDITED PAID CIRCULATION ABC

Subscription rates: U. S., $4.00 per year; Canadian, $5.00; Foreign, $6.00. Copy closing dates—22nd of month preceding month of issue for reading matter and 10th of month preceding month of issue for display advertising. Entered as second-class matter June 16, 1949, at the Post Office, New York, N. Y., under the act of March 3, 1879.



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WETTING AGENT

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As versatile as it is effective, **NEUTRONYX 600** is an extremely dependable non-ionic detergent that is completely compatible with acids, alkalies, electrolytes, hard water and both cationic and anionic surface active agents.

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Our **NEUTRONYX 600** Bulletin provides complete data on this remarkable agent. *Write for it today.*

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Zax is the sales-sational sudsing, white emulsion

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Working for You...

This V-C Cleanser advertisement is appearing in current issues of leading trade publications. It's being read by people who need and use large quantities of high-quality cleansers to successfully operate their businesses. Hard-hitting, result-getting advertising is helping V-C Cleanser dealers to sell more V-C Cleansers to more people in shorter time.

There's an Easier Way!
THIS YOUNG MAN has a cleaning problem – you probably do too. But do you know that modern cleaning with a V-C Specialized Cleanser is an easy job. It's easy because the cleanser does most of the work. Every V-C Cleanser contains the right combination of chemical cleaning agents blended into a specially designed compound for specific cleaning jobs.
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V-C WAY
V-C NIX
V-C SAN
V-C SPEED
V-C BACATS
V-C TOP
V-C BACLOR

You Profit three ways by being a V-C Cleanser Dealer

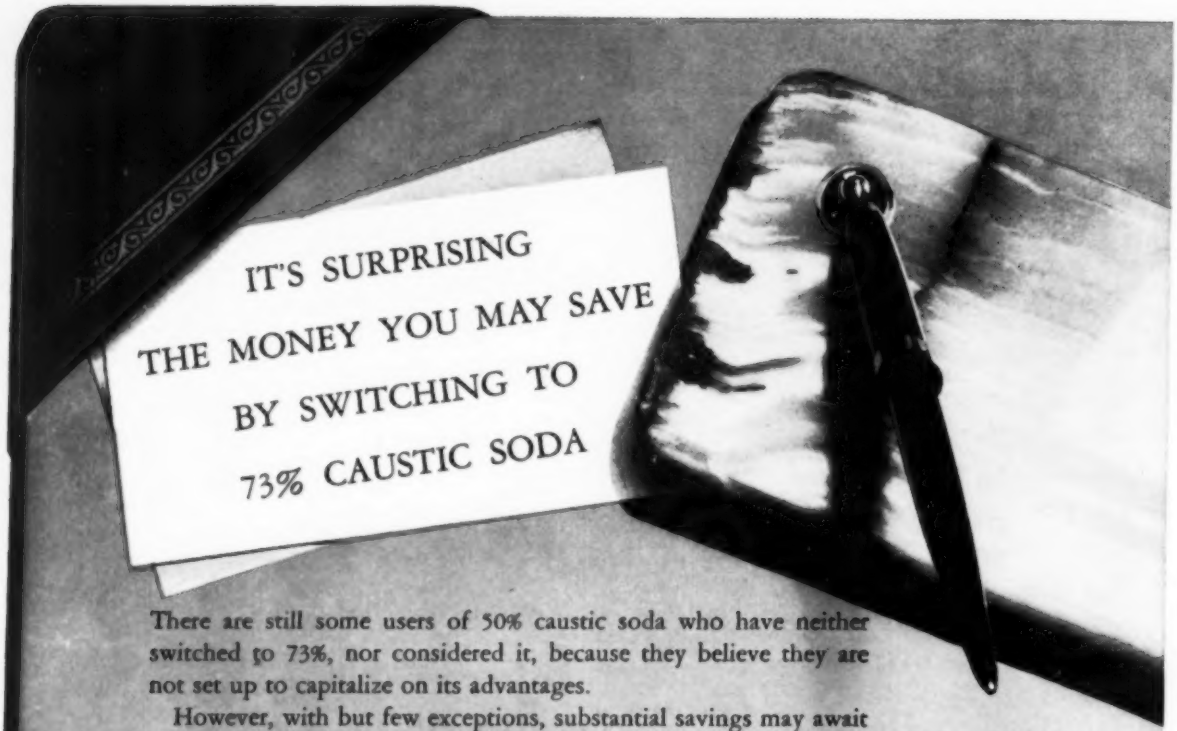
1 You get higher mark-ups. This is possible because V-C mines and manufactures most of the raw materials that go into V-C Cleansers. Part of the savings on raw materials are passed on to you through higher mark-ups.

2 V-C produces only highest-quality cleansers. Research, finest raw materials, proper blending, special manufacturing skills and granulation assure your customers of easier, faster and more economical results with V-C Cleansers.

3 V-C Cleanser promotion and advertising make your selling job easier.

For facts on how you can become a V-C Cleanser Dealer, write or wire the address below. You and your customers can clean up with V-C Cleansers!

VIRGINIA-CAROLINA CHEMICAL CORPORATION
Chemicals Division: 401 East Main Street, Richmond 8, Virginia



There are still some users of 50% caustic soda who have neither switched to 73%, nor considered it, because they believe they are not set up to capitalize on its advantages.

However, with but few exceptions, substantial savings may await only the responsible person's decision to compare costs.

The amount of caustic soda you consume naturally influences the savings, but even small users may be able to save up to $1000 annually. Some large users save $35,000 per year and more. Your plant location also plays an important part in the amount of savings.

But it costs you nothing to find out now. Our technical staff will be glad to help you figure savings and to make recommendations. Call or write today!

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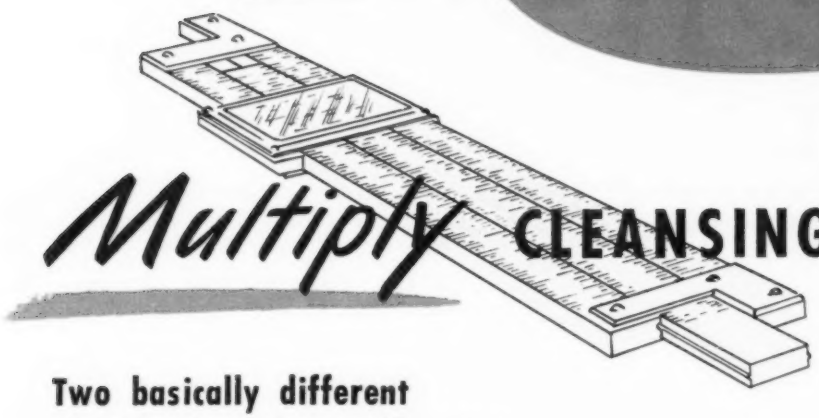
FOR HIGH SUDS

FOR LOW SUDS **UDEX**



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CAND-DOX**

Candy's Wax with LUDOX* added

Candy's NEW NAME for the new floor treatment for Increased Anti-Slip Greater Durability Lower Floor Maintenance Cost

2 GRADES

CAND-DOX #CS
Originally offered as CANDY'S SUPREME Special WR-AS in July 1950

CAND-DOX #BB
Originally offered as BRIGHT BEAUTY Special WR-AS in June 1951

CAND-DOX #CS and BB are made in any total percentage of solids 8% to 18% and in 24% concentrate.

CAND-DOX #CS is slighty more durable and higher priced than CAND-DOX #BB in like percentage of total solids.

floor treatments represent the finest products available where a higher than minimum recognized standard of anti-slip quality is desired. The resultant films from the use of these products are *HARD*, non-tacky, and will withstand wear, dirt and discoloring traffic marks.

DURABILITY and ANTI-SLIP . . . CAND-DOX products include a compensating factor—LUDOX*—in itself harder than wax. The addition of LUDOX* to the proper wax bases, perfected purposely to accomodate this additive, causes a greater coefficient of friction and therefore greater safety underfoot.

WATER RESISTANCE and REMOVABILITY in proper balance are very important in every maintenance program. In the development of the wax emulsion bases that go into CAND-DOX floor treatments, the important all-around high qualities of our (Standard) CANDY'S SUPREME, BRIGHT BEAUTY and other well known and accepted waxes were taken into consideration and accomplished in the final CAND-DOX products containing the new bases plus additive.

BEAUTY of floors maintained with CAND-DOX floor treatments, which are both hard and very anti-slip, is no less than remarkable and equal to the lustre for which our products have long been famed. The same buffing can be applied, if desired, and the same gloss will result.

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The laboratory work in ours or any organization is very important and the starting point for research and development of new useful products. However, FIELD TESTING is the real proof of the real value of any floor treatment. CAND-DOX floor treatments have been thoroughly field tested and are now being sold in quantity by many of our distributors, with success—again proving merit in FIELD USE.

** CAND-DOX contains CANDY'S wax emulsion with LUDOX* colloidal silica in such proportion as to fully deliver the usefulness of this additive to floor wax. *Trademark of E. I. du Pont de Nemours & Co., (Inc.) Reg. U. S. Pat. Off. CAND-DOX is available for private brand resale and is sold only through distributors except for experimental accounts in Chicago essential to research.

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CANDY'S SUPREME Special WR
CANDY'S DELUXE
BRIGHT BEAUTY (Standard)
CANDY'S #640
#CS CAND-DOX
#BB CAND-DOX

All the above CANDY products are listed by Underwriters' Laboratories as "anti-slip floor treatment materials."

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Candy & Company, Inc.

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gives you Top Quality at No Extra Cost

SOLVAY CAUSTIC POTASH is particularly designed for specialty soap making. Although it is a top quality product of exceptional purity—low in iron and turbidity *—it costs no more!*

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SOLVAY CAUSTIC POTASH

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SOLVAY

Soda Ash • Caustic Soda • Chlorine • Potassium Carbonate • Calcium Chloride • Caustic Potash • Sodium Bicarbonate • Ammonium Bicarbonate
Cleaning Compounds • Sodium Nitrite • Para-dichlorobenzene • Ortho-dichlorobenzene • Monochlorobenzene • Ammonium Chloride • Snowflake® Crystals

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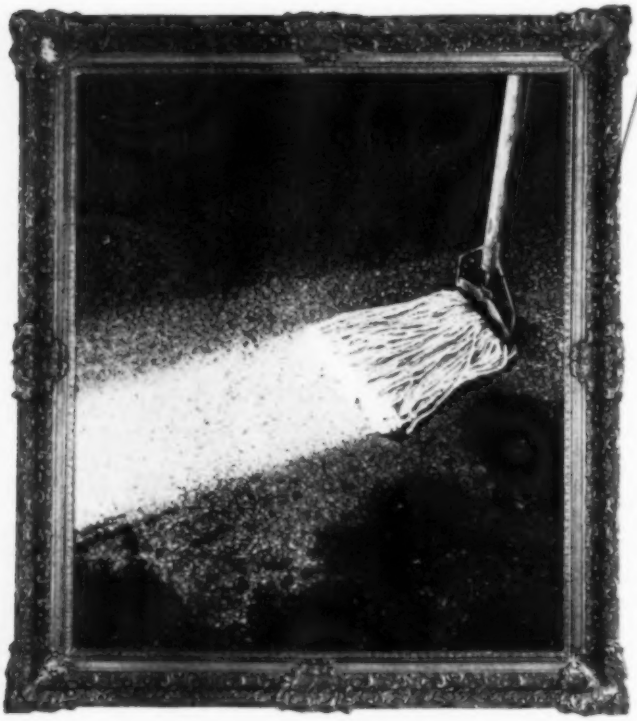
ALKATROL

CONDITIONER-CLEANER WITH AMAZING NEW *Colordyne*



brings floors' color back to life!

Now! This famous conditioner-cleaner features a new chemical dynamic—*Colordyne*. To make floors look their beauty-best, this conditioner-cleaner removes encrusted soil and dulling soap films effortlessly—allowing *Colordyne* to freshen the floors' original vivid color. Try it yourself and see how *Colordyne* magically enhances colors in your floor.

Listed by Underwriters' Laboratories, Inc. as anti-slip floor treatment material.

Colordyne now added to ALKATROL, ALKATROL with CHLOROPHYLL, and ALKATROL-3 DISINFECTANT Conditioner-Cleaner

CHEMICAL SERVICE OF BALTIMORE

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there's nothing like

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AMERICA'S LEADING SYNTHETIC DETERGENT

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Send for Technical Bulletin on

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2) ALLOW TO SET . . .
3) PICKUP . . .
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- CAUSTIC POTASH
- CARBONATE OF POTASH
- PARADICHLOROBENZENE
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NIAGATHAL® (TETRACHLORO PHTHALIC ANHYDRIDE)

6=10 when it's DRYMET*

the economical detergent silicate

Sixty pounds of DRYMET—*anhydrous* sodium metasilicate—will do the same amount of work as one hundred pounds of pentahydrate sodium metasilicate! You get approximately two thirds more chemical value in DRYMET, yet the price is less than one fourth higher at the producing factory!

DRYMET contains no water of crystalization. DRYMET is more economical to use on the basis of Na_2O (alkalinity) and SiO_2 (silicate) than *any other* type of anhydrous or hydrated detergent silicate.

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2. **Laundry Products**
3. **Metal Cleaners**
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5. **Dishwashing Compounds**
6. **General Purpose Cleaners**
7. **Soap Builders**
8. **Paint Cleaners**
9. **Paper De-inking Compounds**

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2. **Reductions in freight costs**
3. **Reductions in storage costs**
4. **Reductions in handling costs**
5. **Reductions in labor costs**

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Cowles CHEMICAL COMPANY

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One of Nature's delicate odors, caught for the first time at the climax of its brief hour of perfect fragrance in Albert Verley & Company's new

Mimosa fleur extra

— TURN THE PA

by ALBERT VERLEY & COMPANY, IN

Mimosa fleur extra

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While Mimosa is an old classic, we feel that until now there has never been a successful interpretation of the fresh flower.

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For full appreciation of this new, inspiring note, you need a working sample. Write for it today.

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Headquarters for Odor Appeal

Synthetic Aromatic Products and Organic Isolates • Synthetic Flower Oils and Aromatic Bases • Bouquets and Finished Compositions

After Closing . . .

Heads North Coast Soap

O. S. McDowell, who has been with the company for the past 25 years, was recently elected president of North Coast Chemical and Soap Works, Seattle, Wash. He succeeds Guy F. Kirkpatrick, who recently retired. Mr. Kirkpatrick was honored at a dinner held recently in Seattle. Employees of the company and their wives attended.

Babbitt Names Two

B. T. Babbitt Co., New York, recently announced the appointment of John Woolley as national field sales manager and of John E. Phillips as advertising manager. Mr. Woolley has been with the firm since 1935. Mr. Phillips comes to Babbitt from H. J. Heinz Co., where he was assistant advertising manager.

Geigy Announces Merger

Geigy Co., New York, merged into its affiliate, Geigy Chemical Corp., effective October 30. The firm's 14 agricultural chemical plants and branches now operate under the name of Geigy Agricultural Chemicals, Division of Geigy Chemical Corp. Geigy Chemical Corp. is a holding company with interests in Geigy Chemical Co., whose McIntosh, Ala., plant produces insecticides, and in Alrose Chemical Co., Providence, R. I., manufacturer of chemical specialties.

Bodman Retires from Lever

John W. Bodman, a pioneer in research in the soap industry, and for 25 years director of research for Lever Brothers Co., New York, was honored by his friends and associates in the company at a testimonial dinner at the Tavern on the Green, New York, Oct. 31. He retired Nov. 1, after having served the company in recent years as technical advisor to the Lever board of directors.

Among those paying tribute to Mr. Bodman were William H. Burkhart, Lever's executive vice-president; John P. Moser, production vice-president; Dr. L. B. Parsons, successor to Mr. Bodman as research director; and

JOHN W. BODMAN

Harry Wylde of the research center staff, who was Mr. Bodman's only assistant in 1925. Master of ceremonies was William E. Oyler, manager of Lever's Hammond, Ind., plant.

Mr. Bodman joined Lever Brothers Co. in 1925, after extensive experience in both research and production in the soap field. After joining Lever, he contributed many new methods, patents, and processes that are still used in the industry and earned him an international reputation.

Born in Knoxville, Tenn., Mr. Bodman was graduated from the University of Missouri in 1910 with a B.S. in chemical engineering. He was associated with Peet Brothers, the N. K. Fairbanks Company, and Wm. Garrigue Co. in various engineering and research capacities before joining Lever in 1925.

He is married and has seven children. Upon his retirement, Mr. Bodman will make his home in Winchester, Mass.

Hamilton Speaks on Buying

H. W. Hamilton, secretary of the Chemical Specialties Manufacturers Assn., was to speak on "Specification and Techniques in Purchasing of Insecticides and Disinfectants" before eighth annual conference of the National Institute of Governmental Purchasing at the Netherlands Plaza Hotel, Cincinnati, Nov. 10. The conference and products exhibit, to which more than 1000 Federal, state and local public purchasing executives were expected to attend, was held Nov. 8, 9, 10, and 11.

Gaston F. DuBois Dies

Gaston F. DuBois, associated with Monsanto Chemical Co., St. Louis, from its infancy until his retirement in 1945, died Nov. 1, at Barnes Hospital, St. Louis of complications of pulmonary emphysema. He was born in LeLocle, Switzerland on Aug. 9, 1880, and joined the newly formed Monsanto Chemical Co. in 1904 as the third member of the young firm's management. His connection with the company was unbroken until his retirement in 1945.

Recognized as one of the foremost figures in the development of the American chemical industry, Mr. DuBois was the recipient of many awards, culminating in 1943 in the Perkin Medal, the chemical industry's highest honor.

Kiwi Polish Buys Plant

The Kiwi Polish Co., Ltd., has completed negotiations for the purchase of a large factory building in Pottstown, Pa., according to a recent announcement by Lawrence Emley, president of the American division. Mr. Emley said that the firm had outgrown its manufacturing facilities established six years ago in Philadelphia.

Mamaroneck Chem. Merger

Mamaroneck Chemical Corp., 442 Waverly Place, Mamaroneck, N. Y., formerly the refinery division of M. Argueso & Co., Mamaroneck, and as such a separate corporation, was merged with Argueso Oct. 1. M. Argueso & Co., Inc., with offices at 441 Waverly Ave., Mamaroneck, is located directly across the street from the refining plant, which is now known as Mamaroneck Chemical Division of M. Argueso & Co. No change in personnel has been involved in the merger.

Opens Customers' Lab

Installation of a customers' service laboratory was announced recently by Givaudan-Delawanna, Inc., New York. The facilities of the laboratory, which is equipped with a complete line of aromatics, specialties, and other perfumed materials, will be used for direct assistance to the customer in the solution of any perfuming or cosmetic problems, according to R. E. Horsey, vice-president in charge of sales.

Blitz Buys Spickelmier

Blitz Products, Cleveland, announced recently the purchase of all assets and inventories of the Spickelmier Products Co., Indianapolis. Charles O. Rader, formerly general manager of Spickelmier, has been appointed president and general manager of the new company. The new organization will make its headquarters in Chicago and will continue sales and distribution of the Blitz aerosol line and specialty aerosol products.

Mirror Bright Builds Plant

Mirror Bright Polish Co., manufacturers of automobile and furniture polish, has started construction of a new 8000-square-feet factory and office building in Pasadena, Calif., it was announced recently. The new plant, scheduled for completion next January 31, is valued at more than $150,000. The firm is headed by three brothers, Maurice, Malcolm, and Kenneth Meguiar, whose father started making polishes in 1901 in Evansville, Ind. He moved to Southern California in 1913.

Sells Chlorophyll Unit

The sale of its chlorophyll interests to a new corporation headed by Donald F. Carpenter was announced recently by Archer-Daniels-Midland Co., Minneapolis. Mr. Carpenter is the former manager of the A-D-M chlorophyll division, prior to which he was president of Keystone Chemurgic Corp., Bethlehem, Pa. The new corporation is operating under the Keystone name. Mr. Carpenter, who is one of the pioneers in the manufacture of chlorophyll, stated that although the market for the product has leveled off at a point far below estimates made last year, there are several chlorophyll products on the market which have scientific and public acceptance. Toothpastes and pharmaceuticals are among these, he said.

A. T. Fiore, P. Bouilletie and Joseph Balsam in new Givaudan customers' service lab.

Mrs. T. D. Paxson Dies

Mrs. Anne Edmunds Paxson, wife of Thomas D. Paxson, president of Paxson Manufacturing Co., Philadelphia makers of sweeping compounds, died recently at her home in Huntington Valley, Pa. She was 42 years old. Mrs. Paxson leaves, besides her husband, two sons, two daughters, her mother, a brother, and a sister.

First Machinery Names V-P

Milton Rabinowitz was appointed vice-president and general manager of First Machinery Corp., New York, it was announced recently by Fred R. Firstenberg, president. Mr. Rabinowitz is a graduate of the Wharton School, University of Pennsylvania, and has had many years of varied business experience in executive posts. At the same time Mr. Firstenberg announced an expansion of the firm's engineering staff and facilities.

Clayton A. Wolfe Dies

Clayton A. Wolfe, 60, vice-president of Monsanto Chemical Co., St. Louis, and director of its purchasing and traffic department, died of a heart attack Oct. 20. Mr. Wolfe is succeeded as director of the purchasing and traffic department by Howard J. Heffernan of Boston. Prescott Sandidge of St. Louis has been named assistant director of the department.

"Packaged" Syndet Plant

A completely engineered synthetic detergent plant, capable of producing a finished spray dried product from basic raw materials, is being offered by Hull Co. Division, Foster D. Snell Research, New York, it was announced recently. The unit is supplied in three sections, sulfonation and neutralization section, detergent formulation section, and spray drying section. Each of these is available separately. The packaged unit syndet plant is marketed in four standard sizes designed to produce from two million to fifteen million pounds of dried detergent product per year and permits the manufacture of a wide range of heavy and light duty formulations. The sulfonation section may be used for preparation of fatty alcohol sulfates as well as alkyl aryl sulfonates.

Grilli Joins Diamond

Frank Grilli has joined the New York branch sales office staff of Diamond Alkali Co., Cleveland, according to a recent announcement by H. B. Clark, branch manager. Mr. Grilli comes to Diamond from Innis, Speiden & Co., New York, where he served many years.

Dutch Shell to Make Aldrin

A new plant for the production of aldrin and dieldrin is scheduled for immediate construction at Shell's Pernis refinery, Rotterdam, Holland. Completion of the new unit is expected by mid-1955. Production of these two pesticides has hitherto been confined to the United States.

PEA Dinner Dec. 2

The annual dinner meeting of the Professional Exterminators Assn., Brooklyn, will be held at Fraunces Tavern, New York, Wednesday evening, Dec. 2. No "Man of the Year Award" will be made this year by the association. Instead the money usually appropriated for the purpose will be donated to a memorial fund being established for the late William O. Buettner, former executive secretary of the National Pest Control Assn.

Philip W. Friedman, Sanex Exterminating Co., Brooklyn, secretary of the Professional Exterminators Association, will be toastmaster for the annual dinner.

The regular monthly meeting of P.E.A. was held at the Hotel Governor Clinton, New York, Nov. 9. Guest speaker was W. Coda Martin, M.D., who discussed the effect of chlordane and other chlorinated hydrocarbons on the fat tissues of the human body. Officers for the coming year were to be elected at the meeting.

Hiller Heads Committee

Paul W. Hiller, International Minerals & Chemical Corp., New York, was chosen chairman of the nominating committee of the Salesmen's Association of the American Chemical Industry at the annual meeting, October 20.

Other members elected to the nominating committee to select officers for the coming year include Frank Fanning, Fanning Chemical Co., Newark, N. J.; James E. Ferris and William J. Weed, Niagara Alkali Co., New York; John Ira Vandewater, R. W. Greeff & Co., New York; Stephen F. Uraban, E. R. Squibb & Sons, New York; and Philip J. Lobue, Philip J. Lobue Co., New York.

The annual meeting was preceded by offerings by the SAACI choir and a guest soloist.

T.G.A. Section Program

Program details for the annual fall meeting of the Scientific Section of the Toilet Goods Assn., to be held Dec. 9, at the Waldorf-Astoria Hotel, New York, include the following papers:

"Toxicological Observations of Certain Surface Active Agents," by J. K. Finnegan, Ph.D., associate professor of pharmacology, Medical College of Virginia, and J. B. Dienna, Rohm and Haas Co., Philadelphia;

"Psychometric Evaluation of Lipsticks," by Noel Schwartz and Dean Foster, U. S. Testing Co., Hoboken, N. J.;

"Cologne Sticks and Related Products—Their Formulation, Manufacture and Analysis," by A. L. Fishbach, Oxzyn Co., New York;

"Statistical 'Quickies'," by W. C. Frey and L. B. Dobie, Bristol-Myers Products Div., Bristol-Myers Co., New York;

"Silicones, Properties and Use in Cosmetics," by E. G. Tajkowski and Thomas H. Reilly, Silicone Products Department, chemical division, General Electric Co., Waterford, N. Y.;

"Use of Hair Clippings in the Evaluation of Shampoos," by V. C. Ester, Ph.D., and J. M. Longfellow, Ph.D., Research and Development Laboratories, Colgate-Palmolive Co., Jersey City, N. J.;

"Application of Control Chart Techniques," by Allegra H. Rodgers, quality control statistician, E. R. Squibb and Sons, New York.

Jerome Trichter, left, asst. commissioner in charge of environmental sanitation, New York City Health Department, and Don F. Copell, vice-president in charge of engineering and training, Wagner Baking Corp., Newark, N. J., who speak at the eastern regional conference of National Sanitary Supply Assn., to be held Nov. 18 and 19, at the Park Sheraton Hotel, New York.

Wyandotte Chlorine Plant

The bringing on stream of a new 300-ton chlorine plant was announced recently by Wyandotte Chemicals Corp., Wyandotte, Mich. The firm has increased its output of soda ash by 20 percent and chlorine by 75 percent as a result of expansion in manufacturing and research.

General Mills Moves Dept.

General Mills, Inc., Minneapolis, moved the chemical products sales department of the chemical division from Minneapolis to Kankakee, Ill., according to a recent announcement by Sewall D. Andrews, Jr., general manager of the division. General Mills' chemical plant at Kankakee produces fractionally distilled fatty acids, modified fatty acids and oils, and fatty nitriles and amines for use in the soap, cosmetic, and other industries.

W. B. Brown is manager of Kankakee operations and Abner C. Hopkins, Jr., is director of chemical sales. Mr. Hopkins is assisted by M. S. Herban, S. J. Murphy, and W. S. Mitchell, who have been appointed managers of technical sales and service for eastern, central, and western districts, respectively.

Inquiries relating to the sale of chemical products should continue to be directed to chemical division sales representatives, who maintain offices in principal cities.

C.S.M.A. Nominators' Slate

The slate of officers selected by the nominating committee for presentation during the 40th annual meeting of the Chemical Specialties Manufacturers Assn. is as follows: president, Melvin Fuld, Fuld Brothers, Inc., Baltimore; first vice-president, Dr. E. G. Klarmann, Lehn & Fink Products Corp., New York; second vice-president, H. E. Peterson, Continental Filling Corp., Danville, Ill.; treasurer, Peter C. Reilly, Jr., Reilly Tar & Chemical Corp., Indianapolis, and secretary, H. W. Hamilton. For members of the board of governors for three years, C. L. Weirich, C. B. Dolge Co., Westport, Conn., currently president; D. J. Templeton, Stanley Home Products, Inc., Easthampton, Mass.,

and T. B. Welsh, Gulf Oil Corp., Pittsburgh.

The nominating committee is composed of Leonard J. Oppenheimer, West Disinfecting Co., Long Island City, N. Y., chairman; James A. Green, Standard Oil Co. (Indiana), Chicago; Edmund C. Young, Kinetic Chemicals Division, E. I. du Pont de Nemours & Co., Wilmington, Del.; Abraham Weiner, Standard Chlorine and Naphthalene Products Co., S. Kearny, N. J.

Arizona Reorganizes Sales

In addition to the "Acintol" line of tall oil derivatives the sales force of Arizona Chemical Co., jointly owned by American Cyanamid Co. and International Paper Co., both New York, now handles terpene products including crude and refined sulfate turpentine, alpha and beta pinene and related terpene cuts, according to a recent announcement by Albert Scharwachter, vice-president and sales manager.

The following sales territory assignments were announced at the same time: Albert E. Neil with headquarters at Panama City, Fla., is responsible for sales in Florida, Georgia, South Carolina, Alabama, Tennessee Oklahoma, Arkansas, Mississippi, Louisiana, Texas, and New Mexico. H. D. Spruance with headquarters in Chicago has been assigned Iowa, Minnesota, Wisconsin, Illinois, Missouri, Indiana, and Michigan. R. J. Schadewald with headquarters in Philadelphia handles sales in Pennsylvania, Ohio, Delaware, Kentucky, Maryland, North Carolina, Virginia, West Virginia, and District of Columbia. Thomas F. White, headquartered in New York City, has been assigned New Jersey, New York, and the New England States. Sales in Arizona, California, Washington, and Oregon are handled by A. J. Lynch Co., Los Angeles, under the direction of its president, Wess. E. Cadwallader and in San Francisco under the direction of Herbert G. Pratt.

The research and development section of Arizona Chemical has been moved to the company's Stamford (Conn.) research laboratories and the technical sales service laboratory at Linden, N. J., has been enlarged.

Medal Award to Klarmann

Dr. Emil G. Klarmann, vice-president in charge of technical services, Lehn & Fink Products Corp.,

DR. E. G. KLARMANN

New York, will receive the 1953 medal award for outstanding contributions to the art and science of cosmetics of the Society of Cosmetic Chemists at a dinner in his honor on December 10, 1953, at the Biltmore Hotel, New York, following the annual fall meeting of the Society during the day. Dr. Klarmann, a graduate of the Technological Institute of Bruenn and of the University of Halle a.s., is a past president of the Society of Cosmetic Chemists and chairman of the Disinfectant and Sanitizers Division of the Chemical Specialties Manufacturers Association.

The program for the fall meeting, which begins at 9:30 a.m. is as follows:

"The Effect of Physical Factors on the Formation of Cosmetic Emulsions" by G. L. Stanko, W. C. Fiedler and G. J. Sperandio, College of Pharmacy, Purdue University, Lafayette, Ind.;

"Polyvinylpyrrolidone: A Useful Adjunct in Cosmetics," by H. A. Shelanski, and M. V. Shelanski, Industrial Toxicology Laboratories, Philadelphia;

"Chromatography and Its Application to the Essential Oil and Cosmetic Industries," by Alex Post, Polak's Frutal Works, Inc., Middletown, N. Y.;

"A Method for a Semiquantitative Analysis of Lipsticks," by Hazel Bishop, Hazel Bishop Laboratory, New York;

"Alkylolamides in Shampoo Formulations," by H. L. Sanders and E. A. Knaggs, Ninol Laboratories, Inc., Chicago;

"Newer Concepts of Lanolin Composition," by Lester I. Conrad, American Cholesterol Products, Inc., Milltown, N. J.;

"Guiding Technical Research in Consumer Testing," by Norman A. Ishler, General Foods Corp., New York;

"Chlorophylls in Cosmetics," by E. M. Burdick, American Chlorophyll Division, Strong Cobb and Co., Cleveland.

New Insect Movie

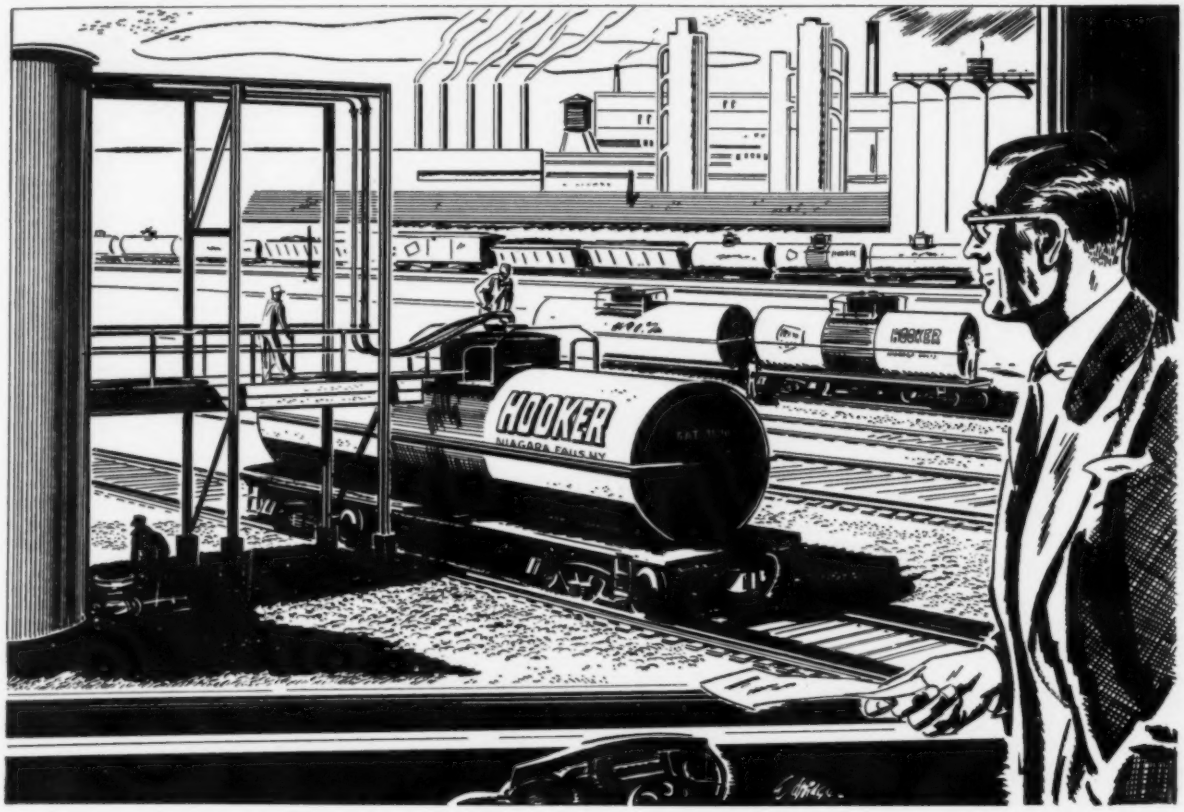
The first public showing of the new insect movie, "Five hundred thousand to One," by the Sinclair Refining Co. will be made at the 40th anniversary meeting of the Chemical Specialties Manufacturers Association at the Mayflower Hotel, Washington, D. C., December 7. The moving picture which was two years in the making takes 25 minutes to show. The film will be shown twice at the Washington CSMA meeting. Anthony Grady, Sinclair's chief entomologist and well-known co-author of the Peet-Grady Test, directed the entomological sequence of the picture.

Colgate Earnings Rise

Colgate-Palmolive Co., Jersey City, N. J., recently reported a net income for the first nine months of 1953 amounting to $7,524,000 or $3.11 per share of common stock, as compared with $6,794,000 or $2.94 per share in the corresponding period of 1952. For the three months ended September 30, 1953, net income was $2,440,000 or $1.01 per share which compares with $3,075,000 or $1.35 per share in the third quarter of 1952.

Domestic sales were $199,313,000 for the first nine months of 1953 as compared with $188,990,000 for the same period of 1952. Sales for the third quarter amounted to $65,113,000 in 1953 and $65,686,000 in 1952. World-wide sales, including sales of foreign subsidiaries not consolidated, totaled $309,430,000 for the first nine months and $102,586,000 for the third quarter of 1953. In the corresponding periods of 1952, world-wide sales were $289,083,000 and $100,307,000, respectively.

Net income for the first nine months includes dividend income from foreign subsidiaries of $2,296,000 in 1953 and $894,000 in 1952. Actual earnings of foreign subsidiaries for the nine months were $6,450,000 in 1953 and $4,068,000 in 1952.



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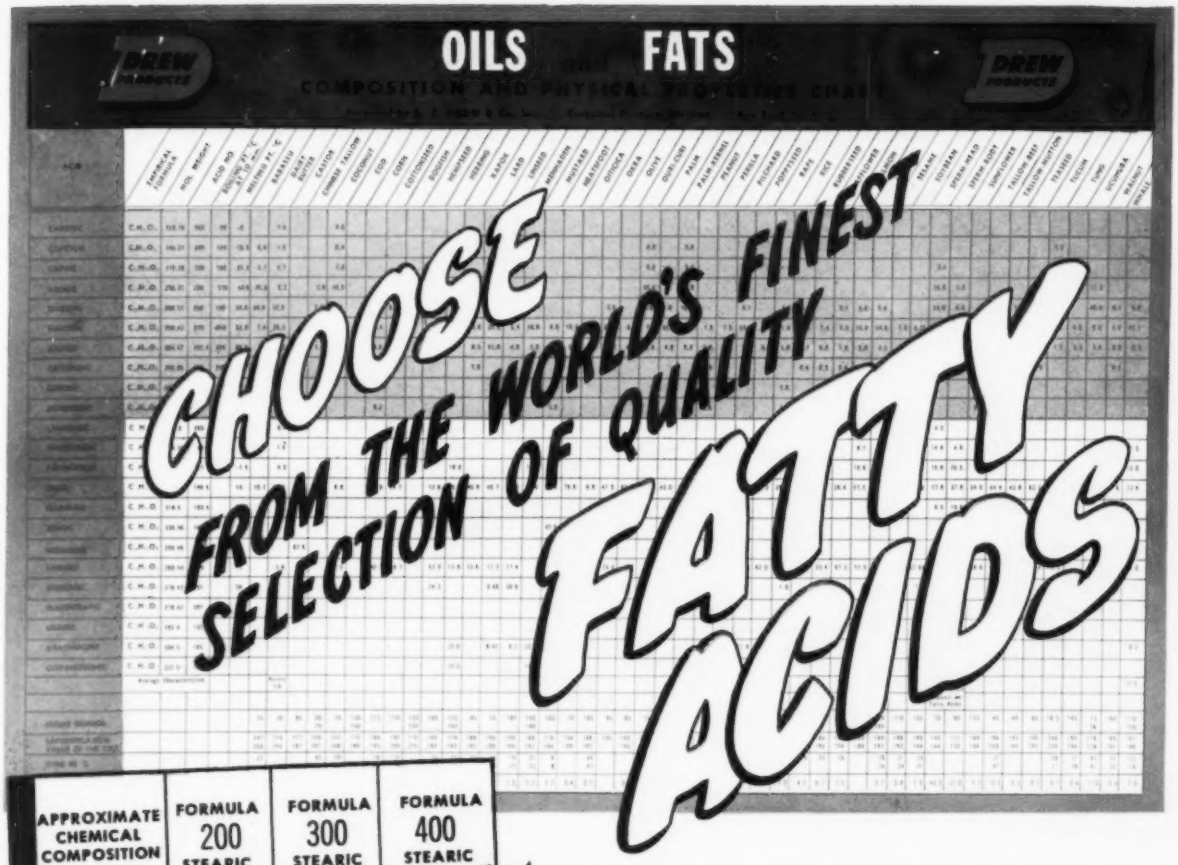

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PALMITIC	20.0%	21.0%	6.0%
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FFA	99-103	99-103	99-103
TITRE°C.	56-57	58 Min.	60-64
IODINE VAL.	6 Max.	4 Max.	3 Max.
ACID VAL.	196-204	196-204	196-204
SAP. VAL.	196-204	196-204	196-204
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The table at the left illustrates the properties which make DREW Stearic Acids a leading choice everywhere. These hydrogenated, distilled Stearics afford excellent color and odor characteristics, and help make products of high stability and long shelf life.

★**FORMULA 200 (65% Stearic Acid)** Equivalent to double pressed stearic. Excellent for production of non-ionic emulsifiers, metallic soaps. Available in small, non-sticking, easy-to-weigh flakes.

★**FORMULA 300 (70% Stearic Acid)** Equivalent to triple pressed stearic. Premium grade—for the most exacting specifications in hand lotions, creams, deodorants, brushless shaving creams, mascara, etc.

★**FORMULA 400 (85-90% Stearic Acid)** An all vegetable product with exceptionally high titre and low iodine value. For use whenever specifications are more critical than those met by any other stearic acid.

These are but a few of the high quality fatty acids which DREW produces in volume. When you specify DREW, you specify the world's finest Fatty Acids.

DREW HWH 58 Inedible Triglyceride, excellent for use in shaving creams. FFA: 0.5; Iodine Val.: 3.0 Max.; Melting Point: 58°C.; Sap. Val.: 190 Min.

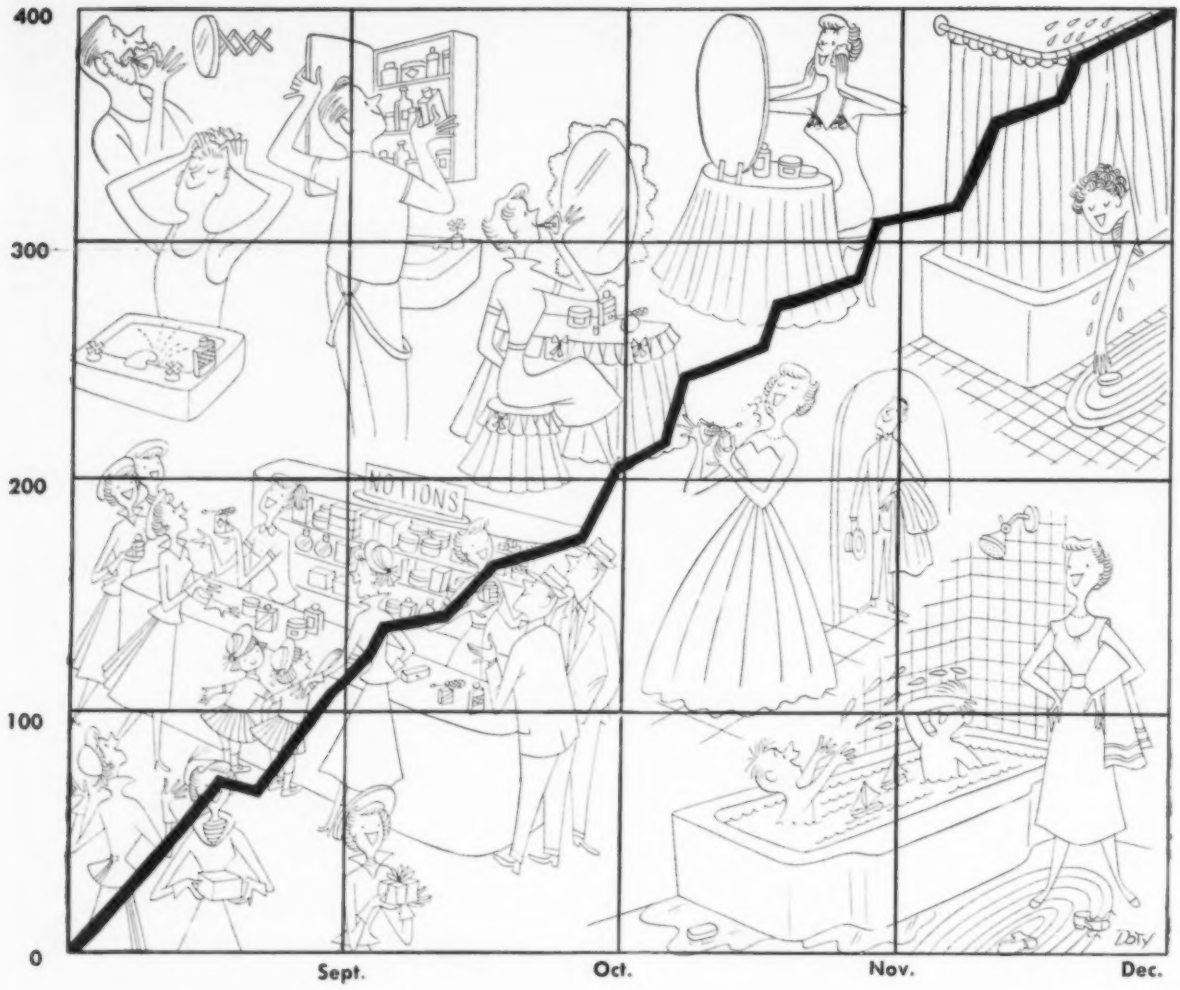
TECHNICAL PRODUCTS DIVISION

E. F. DREW & CO., Inc.

15 East 26th Street, New York 10, N. Y.

CHICAGO PHILADELPHIA BOSTON

DREW PRODUCTS



Your Success is Ours!

BECAUSE . . . The ultimate test of a product's "rightness" is its wide and enthusiastic consumer acceptance. Cosmetic and toiletry products using VERONA fragrances meet this test daily on the retail firing line . . . toiletries which are quality products *through and through* . . . market leaders.

Because . . . VERONA has concentrated the efforts of its research and development staff on the problems of helping the market leaders capture *and hold* consumer preference—by constantly developing formulae that bring out *the full fragrance potential* of their products.

Try these specialties in your present oils and note the marked improvement:

- Is your fragrance floral? You can heighten its impact with the greater floralcy imparted by CUMIN KETONE. Try adding ¼ to ½% to your present floral fragrance.
- Want that cleaner, fresher fragrance? Add up to 5% CYCLAMAL.
- Striving for that exciting high aldehydic topnote? You'll get it with ½ to ¾% ALDINE VERONA.
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USE VERONA PRODUCTS TO BUILD SALES FOR *Your* PRODUCTS

AROMATICS DIVISION
VERONA CHEMICAL COMPANY

26 Verona Avenue, Newark, N. J. — 208 North Wells Street, Chicago, Ill.

Converters cash in on Armour's detergents—Do-All and Regal Beads!

And all they do is repackage them! Jobbers find that good products like *Do-All* and *Regal Beads* sell fast no matter whose name is on them—because they're quality detergents. So every time a dish is washed, a rug is cleaned, a car is washed with these new Armour products, someone's making money—why not you?

Do-All is an already built synthetic detergent, an all-purpose anionic with high suds stability, excellent for dishwashing. It's popular with maintenance men for their many jobs—and you can easily compound it into specialized products. *Regal Beads*, a versatile anionic alkyl aryl sulfonate, can be used for almost any industrial job from dishwashing to car washing because of its high wetting, penetrating, and detergent properties.

Big profits, too, in these hand soaps—Powdered Dial and Arconomy Powder!

Powdered Dial is Armour's famous bath and toilet soap in powdered form. Repackaged or as is, it's popular with industrial users and institutions because its Hexachlorophene gives germicidal protection.

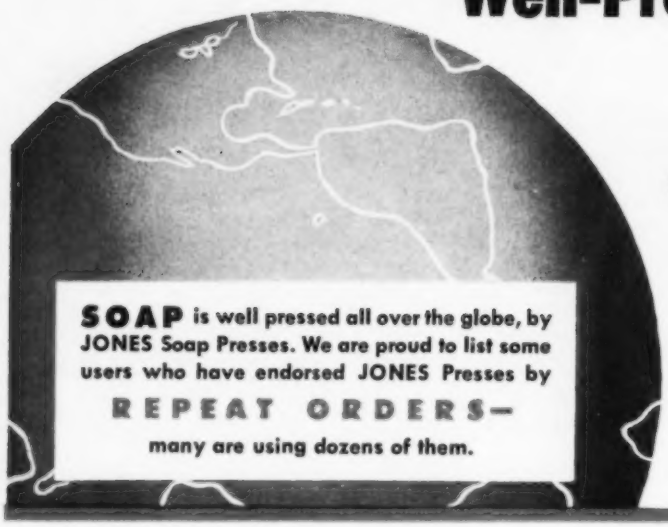
Arconomy Powder is powdered Dial without Hexachlorophene for light factory and office personnel. *Arconomy* is a 20% coconut oil soap (instead of the usual 5 to 15%) assuring fast, plentiful suds. Whether you repackage it or sell it straight, *Arconomy Powder* is a fast-seller for dispenser use.

Write to Armour today for further information on these and other new, profit-making products!

ARMOUR *Industrial Soap Department*

Armour and Company • 1355 West 31st Street • Chicago 9, Illinois

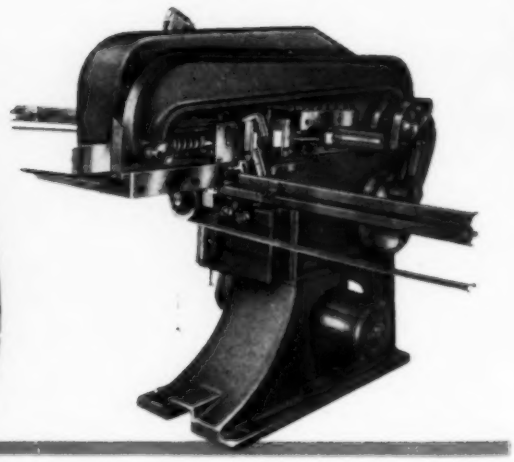
The SUN never sets on SOAP—
Well-Pressed by JONES!



SOAP is well pressed all over the globe, by JONES Soap Presses. We are proud to list some users who have endorsed JONES Presses by

REPEAT ORDERS—

many are using dozens of them.



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Cartoning Machines — Soap Presses

P. O. BOX 485
CINCINNATI, OHIO

. . . in brief

as the editor sees it . . .

SELLING . . . Last week, a young saleman of industrial soaps called up to find out what book he could read to learn all about soap. He felt that his lack of technical knowledge was somewhat a handicap. So, he wanted to get educated—and quick. He needed the dough,—wife and three kids and all that. Give me the name of the book—please—please Mr. Editor—the one with all the answers, so I can read 'em and get the orders.

That's the way it goes. They go through college and take economics, politics, art appreciation, hygiene, sociology, and the like—then go out and get a job selling something where the talk is about pH, free alkali, total fatty acids, and price, and are completely bewildered. Is it any wonder?

All of which brings to mind the talk recently before the Chemical Salesmen's Association by one of the brass of a big chemical outfit. He stated bluntly that the time has arrived not only for salesmen to go to work—but also to learn more about what they are selling. He inferred, also somewhat bluntly, that most of them didn't know who fired the gun. And it was about time they learned.

Maybe this tough customer who battled his way to the top has something there. Maybe it's something for the young squirts in the soap and detergent business to think about, too.

•

FAIR TRADE . . What had been a sick duck, if not a dead one, for the past two years, became well again last month. The right of a manufacturer to fix minimum retail prices for his products in effect was upheld by the U. S. Supreme Court. In refusing to review a decision of a lower court upholding an injunction secured by a drug manufacturer against a retailer for selling the manufacturer's product below its established "fair trade" minimum price, the Supreme Court placed forty-four state fair trade laws on a far more solid footing than heretofore. It also tacitly upheld the constitutionality of the McGuire Act, the federal law which enables states to pass enforceable fair trade laws.

In spite of this decision of the Supreme Court, the enemies of fair trade in all probability will continue to fight the principle involved. That a sharp increase in lawsuits against price-cutting retailers will follow seems only natural as manufacturers find themselves on this firmer legal footing. But, by hook or crook, predatory price-cutters will continue to evade and avoid compliance. Price-cutting, loss leaders, *et al*, are their way of doing business.

Although this latest decision appears quite clear as far as fair trade is concerned, new and diversified attacks will come. There could be a little distance yet to the edge of the woods.

•

INSECTICIDES . . . "Insect control is a more complex problem than it appeared some eight or nine years ago when, in the first flush of enthusiasm, DDT was being applied wholesale and with most promising results." From this point, a symposium on insect control held late last month in Rome, Italy, under the auspices of the World Health Organization moved on to seek the answers to the question of just how insecticides kill insects and why bugs build up resistance to certain insecticides.

No quibbling at this WHO symposium over the "dangers" of insecticides and "poisoning" of the people. From their own first hand observations, scientists gathered in Rome knew that for every alleged "poisoning" case thousands of lives actually have been saved by DDT and other chemical insecticides. They knew that chemical

insecticides are vital in fighting insect-borne diseases and in feeding a hungry world. They knew that disease prevention and good food have greater weight in calming a restless world than all the political "isms" in christendom.

So, they just went to work on the more serious health problem at hand, world insect control. The sensational publicity aspects of insecticide "danger" seem to have been left for those "eminent physicians" who appear to carry on most of their practice of medicine in the newspapers.

•

PRICES . . . Sanitary supply prices are too low compared to other commodity levels today. This is the conclusion of a supply firm head who recently made an analysis of the subject which is discussed elsewhere in this issue in detail. For the period, 1940-52, the average advance in price for all sanitary products, including both chemical items and equipment, was only 31 per cent. This compares with an advance in over-all wholesale prices of 95 per cent and in retail prices of 112 per cent.

That these survey figures are startling is to put it very mildly indeed. They are in fact a genuine shock to anybody who has watched the progress of the sanitary supply business during this period. To a considerable degree, this comparative low level of prices may account for some of the industry's ills, notably the financial squeeze resulting from steadily mounting overhead and higher compensation for salesmen. To what extent has it restricted broader selling and hiring of higher type sales personnel? How much has it been responsible for increasing turnover in salesmen? The figures bring up these and a dozen other questions, questions worth looking into.

•

SANITATION COST . . . Delving further into the matter of sanitary supply prices and costs, it is interesting to note that for years the industry has publicized the fact that 90 per cent of all maintenance and sanitation cost is labor. Only 10 per cent represents cost of materials and equipment. With this in mind, we never could fathom why so much to-do was made by sanitary supply houses over price—why they held so closely to so-called competitive levels. As we view it, the firms with the highest prices—and possibly the best products—are the ones who do the big bulk of the business, the most successful firms. Why not, then, imitate their success instead of going out and doing battle with the chiselers on a strictly price basis?

Never have we believed that it made one hoot of difference in the final use of a floor wax or cleaner or disinfectant whether the purchase price was one-fifty or two dollars per gallon. The higher priced product gives the seller the opportunity to make a better profit, give better service, hire better salesmen. And, in the long run, the buyer is probably on safer ground in buying the higher-priced product. The inclination to chisel on quality in a low-cost product ever is present.

Better selling, better service, better consumer education—they all cost money. Obviously, sanitary supply prices at present levels have not been able to supply that money. We feel that the answer, pointed up by the survey figures, is quite obvious.

•

AEROSOL PATENT . . . Aerosol shave cream loaders and/or distributors are faced with a new headache. Having just obtained a reprieve as far as a propellent is concerned, they are now more than a little concerned over the issue of a patent owned by Carter Products covering shave creams and other lathering aerosol products. The validity of the patent, of course, will finally be decided by the courts. Meantime, the prospect of costly, time-consuming litigation is bothering many sellers of aerosol shave creams. The latest development is the first wet blanket to hit an industry that has been expanding at a tremendous rate. Close to 17 million cans of aerosol shave cream were filled in 1952, according to figures of the Chemical Specialties Manufacturers Assn. This total is expected to be doubled this year. All of which would be very pleasant to contemplate were it not for the specter of lawsuits over a patent, which in some respects brings to mind the famous Terry patent of twenty years ago dealing with insecticides. In that case the court invalidated the patent. Even should this take place in the case of the Carter patent it might well mean the industry received a sharp setback in its normal growth.

as the reader sees it...

Endorses Vaporizer Stand
Editor:

In the September issue of *Soap and Sanitary Chemicals* the editorial regarding vaporizers deserves strong commendation and we wish to assure you that we, as well as the membership, approve and endorse the position you have taken. We admire your courage in making a statement of fact that has long been necessary since the AMA for some reason has been persecuting our industry for some time without basis or fact.

Our industry has produced millions of vaporizers being used throughout the country and we have yet to have a single complaint regarding their effecting either humans or pets. The U.S.D.A. has been conducting research on this product for three years and since it continues to permit the use of vaporizers, the Department of Agriculture surely must mean that there are no harmful effects as intimated by the AMA articles. We know that some people are allergic to lindane, but these same people have the same allergies toward the common moth balls and we have yet to note any article recommending discontinuance of the sale of moth balls for household use.

We want you to know that we endorse the stand you have taken and would be very happy to support you in any further expressions you may make. On behalf of our membership, we wish again to thank you for exposing a ruthless campaign that has been initiated for reasons beyond our understanding.

M. G. Parnall, president,
National Assn. of Insect
Vaporizer Manufacturers,
Cincinnati, O.

—— ♦ ——

T.G.A. Plan Darn Good
Editor:

Your editorial in the October issue of *Soap & Sanitary Chemicals* referring to the vote of the board of the Toilet Goods Association limiting attendance at its conventions to members only seems to be a darn good thing.

We think that the C.S.M.A. should read this editorial not once, but a couple of dozen times and consider the adoption of such a policy.

L. E. Brunner, exec. vice-pres.,
Brulin and Co.
Indianapolis, Ind.

—— ♦ ——

New Hope for Vaporizers
Editor:

You are not only to be congratulated for the editorial dealing with vaporizers which was published in the September issue but we also feel we owe you a debt of gratitude. It is certainly good to know that there are still people who can understand the trials and tribulations of a legitimate business, such as the insecticide vaporizer industry. Your editorial was most welcome coming at a time when certain health departments and government agencies are doing their utmost to destroy something that has done so much good in controlling disease bearing flies and other insects.

Our company has approximately 250,000 vaporizers in use throughout the U. S., Canada and Mexico. Our troubles with health departments and other government agencies have been numerous. Your editorial has brought new hope to our organization.

L. M. Kissner,
De-Bug-Er, Inc.
Madison, Wis.

—— ♦ ——

More on Vinyl Waxing
Editor:

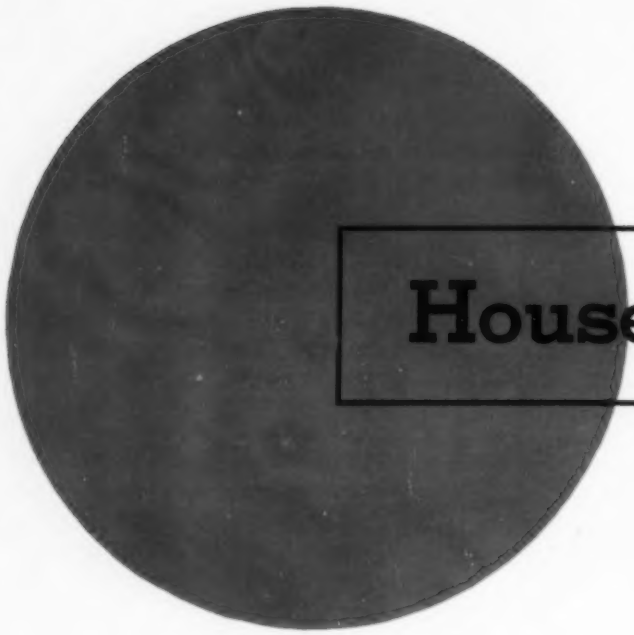
I read with great interest the letters in your August issue captioned: "Waxing Vinyl Floors" and "Soap for Terrazzo."

There has been a great deal of controversy over the care of vinyl, terrazzo and other such floors. Some manufacturers of flooring give emphatic approval to waxing as essential to maintaining their floors; others qualify their approval, saying that the appearance of any floor is improved by such a coating which also serves as good protection, but that waxing is optional. The third group of manufacturers insists that their floors require no such "fussing," that no-waxing is a main selling point in which they themselves firmly believe.

One point, however, on which all three groups agree is that vinyl, terrazzo and other floorings are worth-

(*Turn to Page* 91)

". . . a whistling soap kettle, already? Where in 'ell did you say that new superintendent worked before?"



Housewives' Views

ASK a housewife how she feels about suds (the foaming action of the soap or detergent she uses) in her washing machine and you'll get an answer, usually either pro or con. Three-fourths of housewives recently interviewed by *Soap* felt strongly about suds one way or another.

Although the number of housewives interviewed was only a small portion of the total for the U. S., those responding were decided in their opinions and very articulate. To what extent their opinions are representative is an open question. At least analysis of their likes and dislikes may indicate to some extent the direction of the wind. This small sampling of opinion concentrated in the suburban northeastern area and was limited to those roughly in the middle income bracket.

Reactions varied all the way from "I want suds" to "the less suds the better." Bane of the advertising man's life was one woman who said, "A soap flake is a soap flake," and that she picked up the first handy package when washing powder was on her shopping list.

Of the housewives interviewed
— 42.5% want suds in their washing machines;
— 25% do not want suds;
— 33% don't care;
— 42.5% use a non-foaming detergent exclusively in their washers;
— 50% use a sudsing soap or detergent,
— 8.5% use anything.

One maverick feels about washing powder the way Gertrude Stein felt about roses ("A rose is a rose is a rose.").

Each of the women questioned had tried "All" * (the only non-foaming detergent any of them had used).

The 42.5% who use "All" do so for quite different reasons. The 25% group, of course, is made up of those who voted for "no suds" — they use "All" consistently and enthusiastically. "'All' is the only thing", "Suds burst out of the seams of an automatic washer — they go all over the place", and "I haven't used anything but 'All' for four years", are their comments. It is interesting and possibly pertinent that more than half of the "non-foaming" enthusiasts can't see whether or not they have suds in their particular washers.

One "All"-user does so under protest and only because the demonstrator of her washer recommended it so strongly. She claims that she still "misses the suds". Another housewife using "All", is in the "don't care" category and uses "All" because the installation man told her it was best.

Further support for the theory that eye-appeal has much to do with the popularity of foaming compounds comes from the statement of a non-user of "All": I want to see the suds. I feel suds get clothes cleaner — probably I use too much washing powder just to get lots of suds." Another housewife who came out for foam admits to what is undoubtedly an emotional feeling in favor of suds. She also claims that "All" is too expensive. Her feeling about the high cost of "All" is shared by two of the women who didn't care whether or not they had suds in their washing machines. They stuck to a foaming detergent because of lower cost per wash.

One "pro-suds" housewife was more decided than most. She said, "I'm for soap and against all detergents, foaming or non-foaming. I want suds and lots of it." She also pointed out that in all her experience with maids it had been impossible to get a cleaning woman to use voluntarily a non-foaming cleanser of any kind. "You'd have to stand right over them every minute. They're suspicious of anything that isn't done just the way

* Made by Detergents, Inc., Columbus, O.

on Suds By Florence W. Brewer

it's always been done. I guess I am too." The strength of this woman's feeling about soap and suds is shown by the fact that her husband, who works for one of the large electrical appliance corporations, has tried unsuccessfully to convert her to the non-sudsing detergents.

One of the housewives uses "All" in her washer occasionally but consistently goes back to "Ivory Snow".* She thinks that a sudsing detergent removes the dirt from clothes more efficiently. This woman has an especially odd problem, having discovered by accident that her husband is allergic to most detergents. "All" does not affect him adversely but clothes washed with most other detergents make him break out in a rash.

It is an interesting sidelight that one of the devoted users of "All" goes back to one of the pure soap powders when she washes blankets.

It is obviously impossible to draw firm conclusions from such a limited survey. However, the results of these interviews point to a number of inferences — Once a woman is really converted to a non-sudsing detergent she is a constant user and swears by its efficacy. — The lifetime habit of washing clothes in suds is hard to break. Some women are what might be called "emotionally" pleased by suds and admittedly unscientific in their insistence on them. — The visual satisfaction of seeing suds in the washer is important and appeals to many women.

In any case, most housewives have definite opinions and stick with them, despite threats of domestic discord and scientific advertising claims.

*Procter & Gamble Co., Cincinnati.

—— ♦ ——

Crystal Huntington Div.

Further details on the acquisition of control of Crystal Soap & Chemical Co., Philadelphia, by Huntington Laboratories, Inc., Huntington, Ind., were announced recently by Huntington. Crystal is now known as Crystal Soap Division of Huntington Laboratories, Inc. A complete chemical specialty manufacturing organization, Crystal has laboratory as well as production and warehousing facilities. It has equipment for making ample quantities of an entire sanitary chemical line such as soaps, floor waxes, insecticides, germicides, etc.

According to Huntington Laboratories, Crystal was acquired for the main purpose of giving Huntington's eastern customers better service and, particularly, fast delivery. The plant is located on the main line of the Pennsylvania Railroad and has an excellent siding. It is also ideally situated for truck operations. From this point customers up and down the Atlantic Coast, as well as those some distance inland can receive prompt deliveries.

T. A. Dunn, Jr., who is manager of Crystal Soap Division, has been with Crystal for his entire business career. The division he heads will have a two-fold task: handling Huntington business and dealing with Crystal affairs. The two lines are quite different in nature and are distributed to different classes of trade, according to the Huntington announcement. The Crystal business will be handled and promoted as in the past and will be controlled by the local Crystal staff.

To accommodate the Huntington line, new equipment is being installed. Huntington personnel are now being assigned to the Philadelphia plant and are manufacturing the initial quantities of Huntington products. Production control of all such products remains under the direct control of the Indiana staff. Bernard Kroot, technical director, and C. P. Duffy, chief chemist, have complete and sole responsibility for quality control of all Huntington products made in Philadelphia, according to the Huntington announcement.

Those using non-foaming detergents in washing machines swear by them; Most users like foaming detergents

Point-of-Sale Displays

Skillful design and two-color printing give display above the appearance of a multi-color job. Note prominent price spots for three sizes of Lady Wildroot shampoo.

Two sizes of Halo Shampoo are displayed and sold in this attractive floor stand. A black kick-band at the bottom helps preserve its appearance.

DISPLAY stands in themselves are not new. They have been used for years by leading manufacturers of soaps, synthetic detergents and household chemical specialties. But the growing trend toward self-service has emphasized the need for more understanding of the basic principles involved in designing and producing better displays. In point-of-purchase advertising it is a well known fact that shoppers like to see and examine what they're buying, unhurried and at leisure without bothering with a sales clerk. Display stands get the merchandise out in front of customers where it is quickly seen, and where it can be acted upon. Display stands are built around the principle of visibility. A good display stand presents the product so that it asks for a customer, instead of the customer asking for it.

Today's retailer is very much aware of the need for point-of-purchase displays. He has seen what good ones do in his own store. Many retailers have built their own in specialized cases to move certain goods or feature "specials." They welcome the displays provided by manufacturers if they are designed correctly to do a selling job, and if they fit into the floor plan without wasting space or inconveniencing customers.

Display Stand Musts

THIS does not mean that for every location the manufacturer must create a tailormade display. It does mean, however, that the display must be built with the retailer and the retail store in mind. It must occupy a minimum amount of space on the floor. It must have a single objective — pointed up by short copy and a prominent price spot. It must be a self-contained unit and shipped with the merchandise it displays. It must be timely. If it is tied in with a special merchandising promotion, it must be in the dealer's hands in plenty of time to fulfill its mission. Because retailers handle thousands of items, each one of which represents an investment, they cannot afford to use point-of-purchase displays which do not follow these important basic rules, according to a study by Hinde & Dauch Co., Sandusky, O.

In the matter of objectives, a good display stand must be more than merely a merchandising unit for a manufacturer's national advertising. It may be designed to introduce a new product; to show the end use of the product; to promote a tie-in sale; to capitalize on a particular season or selling situation.

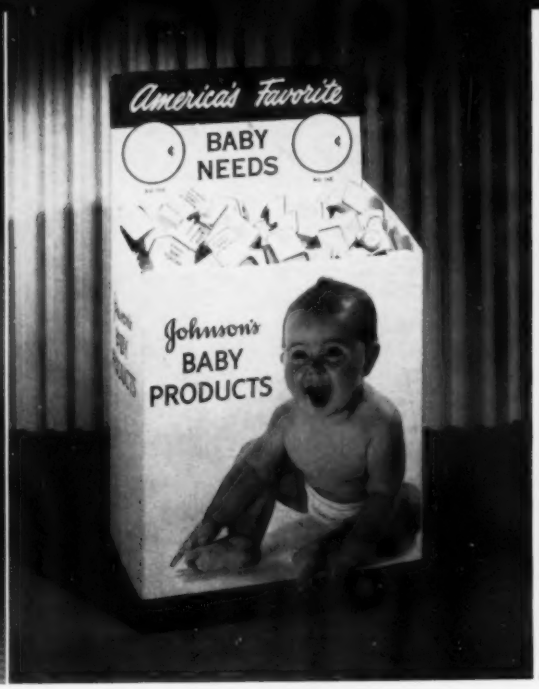
Copy should be brief and to the point. It should be tied together with an over-all theme. Like a good billboard, a single idea should be dominant so that it can catch the eyes of the shoppers passing by . . . get them to stop, look, and buy.

Good floor displays must be designed with flexibility in mind. Their sole use is no longer just for window displays. They should be versatile enough to be used as counter extenders, in the center of the floor as island displays, or placed flat against the wall. Storage shelves in the back of the displays should be considered so that the retailer will have adequate product stock on hand with which to keep the display filled at all times. An empty display costs money; sells nothing.

Effective displays combine showmanship with merchandising. One of the most important ingredients of showmanship is color, which psychologists today know exerts a tremendous influence on human behavior. Color's influence, when expertly adapted to corrugated display stands, can lift many a product from the doldrums of marginal sales to record volume. Color's role on display stands is dual: (1) to attract attention, and (2) to dramatize the spirit of the product. Hinde & Dauch have found that for legibility, color combinations on corrugated board rank in the following order: Black on yellow, green on white, red on white, blue on white and black on white.

The majority of display stands are made to set up in one piece. Employed profitably to merchandise a wide range of impulse items, they

Printed in light green and maroon on white corrugated board, display stand above holds one dozen cans each of Kengrip Wax and Ken-Cleaner.



A real impulse sale stimulator, the illustration on dump display does a powerful job of selling Johnson & Johnson baby needs.

Roomy shelf in center and below the step-up top bin provides extra display and storage space. Illustrations of the product are worked into the over-all design.

readily identify the manufacturer who consistently employs them, promoting sales and fostering dealer good will and cooperation. Simplicity of construction, easy set-up, attractive furniture-like designs make them demand prize floor space in retail outlets.

Stands Must Be Sturdy

AN essential ingredient of good floor stands is sturdy construction. Because they are placed in strategic areas where traffic is heavy, they must withstand severe punishment for long periods of time. To assure a useful life span at a modest cost, most displays are made of strong corrugated board. This yields a four-fold advantage: (1) it is the most economical of the various materials available, (2) it is lightweight and can be moved from one store location to another, (3) it is easily printed with attractive designs and illustrations, and (4) it can be shipped flat and assembled in a matter of minutes.

In the months ahead, corrugated display stands will be a requirement for a successful product promotion campaign. This has been brought about by the dealer's role in the rapidly growing self-service trend. He wants and demands point-of-purchase assistance which allows the product to sell itself. Expanding inventories simply do not allow the dealer time or room enough to feature every product he handles. He welcomes displays which move merchandise by themselves and give him time for other selling and service duties.

Claims of a 500 percent increase in sales with display stands are not unusual, according to Hinde & Dauch. A leading super market, for example, has learned through experience that in most instances sales increased six to eight times when display stands were utilized. Manufacturers, too, can cite many examples of the power of these "silent salesmen." A leading national advertiser stated recently, "Sales of our product in stores using display stands have shot up considerably. Increases range all the way from 100 to 600 percent."

Display stands perform a sound selling function at the time when the sales message is most valuable . . . when the shopper is in a buying mood. A recent study of drug store purchases shows that 96 percent of the people who enter the store bought something, and that 48 percent bought one or two more items which they had not planned to buy. Display was the principal motivating force which led to these unplanned purchases.

It has been found that in selling to women, half of the items they buy are based on decisions made after they enter the store. Less than one out of four walk in with a shopping list. Merchandising is the second half of the sales cycle using a special selling inducement to move the product closer to the consumer. That selling inducement can well be colorful, sales-winning display stands . . . engineered with the retailer in mind . . . to make his selling job easier . . . to make shoppers buy what they didn't expect to buy when they entered his store.

—— ♦ ——

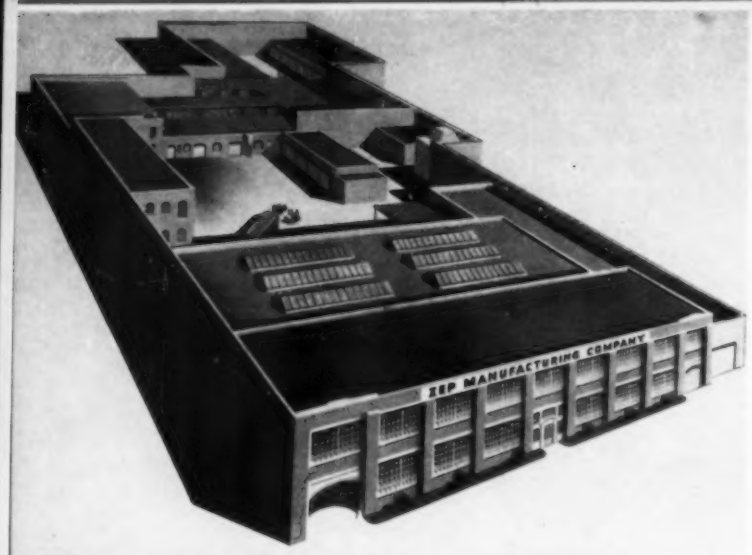
Hatco Chemical Moves

Hatco Chemical Co. moved recently its offices and plant to new quarters at King George Post Road, Fords, N. J. Hatco's telephone number is VAlley 6-6262.

—— ♦ ——

New Soluble Silicates

Two new soluble silicates, trade-named "Metso Anhydrous" and "Metso 200," were announced recently by Philadelphia Quartz Co., Philadelphia. "Metso Anhydrous," a technically pure anhydrous sodium metasilicate (Na_2SiO_3), is a strongly alkaline detergent intended for use as a heavy-duty cleaner in the metal industries, as a soap builder in laundries, and as an ingredient of specialized detergent formulations. "Metso 200," a concentrated sodium orthosilicate, is designed for cleaning operations which require extra strong alkaline activity. Descriptive leaflets on both products are available.



Main plant of the Zep Manufacturing Corporation in Atlanta, Ga.

A section of the Zep chemical research and development laboratory.

Assembling orders for shipment in the warehouse of Zep's Atlanta manufacturing plant.

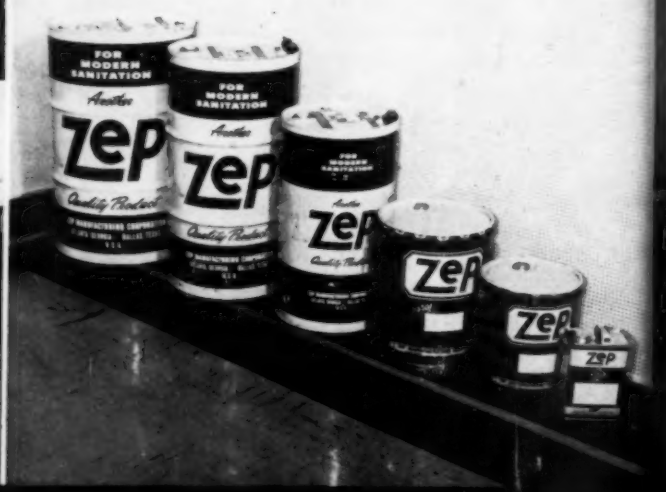
Zep trucks (lower left) being loaded in court in the Atlanta plant.

Zep

IN case anyone would like to know the answer to Zep Manufacturing Corporation's amazing growth in 16 short years, he has only to visit the home office in Atlanta to find it. After talking with officials and touring the plant, several reasons for this sanitary supply firm's success stand out. Zep looks to the future. Zep stresses quality, research, and service. Zep has excellent company-employee relations — and recognizes the importance of top-notch salesmen and up-to-date selling methods.

The men behind this forward-looking company are its president and founder, Mandle Zaban, who directs the over-all policy and company finances, and Erwin Zaban, his son, who, as executive vice-president, is in charge of sales promotion and purchasing. Mandle Zaban, prior to the founding of Zep in January 1937, was connected with a competitor for 12 years, first as salesman and then as sales manager. Erwin Zaban left school the year the company was founded to assist his father, and has continued as his right hand man.

Zep opened in an old store on Atlanta's famous Peachtree street. In the beginning there were three employees in the office and warehouse. Today Zep has, in addition to the large, modern plant on Edgewood



Zep line of drums, kits, pails and cans, which are lithographed with the famous "Zep" tradename.

One of Atlanta's "Big Three"

By Francis G. Satterfield

Ave. in Atlanta, a plant in Dallas, Texas, which was opened in May 1952, and a new plant in Kansas City which has just begun operating. With Atlanta serving the Southeast, Dallas the Southwest, and Kansas City the Midwest, Zep now covers a 30 state area. The three plants occupy a total of 150,000 square feet and employ slightly more than 200 persons. Among these is the office girl in the original plant who is now office manager in Atlanta.

Zep, in the first three quarters of 1953 has shown a sales increase of more than 100 percent over the same period of 1949 — just four years ago. With a new plant opened, an even greater increase can be expected in the final quarter. It is estimated that the volume of business this year will be 38 times the volume of that first year in 1937.

Regarded as the largest manufacturer and distributor of sanitary chemicals and janitor's supplies in the United States, Zep serves 26,000 accounts. A staff of 60 salesmen, who live in communities in their areas, make direct contact daily with their customers.

Erwin Zaban believes in giving the salesmen all the help possible. "Selling in this industry is tough," he says. "Our products are among the few which cost the buyer rather than making him a visible profit. It is hard to make some customers see at once the value and time-saving properties of quality sanitary products."

Zep starts its salesmen out with an intensive training program in one of its offices, followed by field training under supervision. The men are urged to study their customers' plants to aid them in determining which products are best suited and most helpful, and to assist with individual plant sanitation problems. With each new Zep product, the salesmen get a thorough indoctrination regarding its content and use.

Stress Visual Selling

A firm believer in visual selling, Erwin Zaban has one of the most attractive show rooms in the industry. The hundreds of smaller items sold by Zep are shown on well-lighted pegboard walls, while the specially lithographed navy blue and yellow containers of other items are attractively grouped on the floor. The center of the room is a neat composite of the many types of flooring in use today, each treated with the correct Zep products.

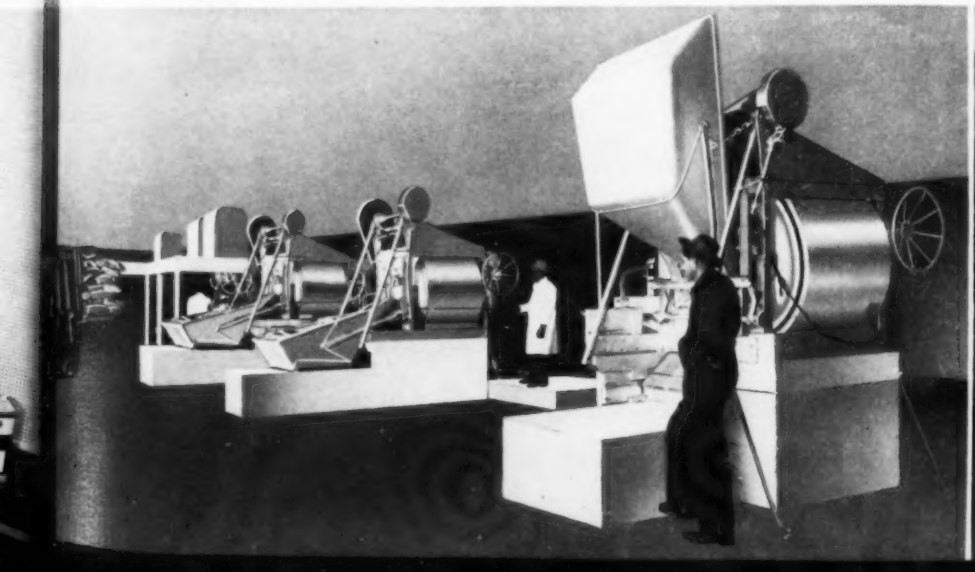
Mr. Zaban has also conceived demonstration kits for his salesmen in the field. One of the most effective is a recent one showing 12 different types of flooring, with one half treated with the Zep product designed for the job and the other half in its natural state.

Zep believes that all salesmen enjoy a contest, and some competitive plan is constantly under way. Not long ago a new hand cleaner was introduced and Zep gave a table model radio to every salesman who opened 25 new accounts for the product during the first month. The result? 1,067 users of the product in 30 days! The most recent contest was for opening new accounts. The six top men were flown to Miami for a ten day vacation.

It is the nature of the industry to have a fast turn-over of salesmen, yet Zep with only 16 years behind it, happily boasts that the average service of its salesmen is nine years.

It is no wonder. Zep was incorporated in 1946 and some of its stock sold to its sales organization and certain other key employees. After three years, an employee becomes entitled to a fully company-paid pension plan which combines a life insurance policy. Zep believes in recognizing the contribution of each employee to the success of the company and has never failed to pay a cash bonus to all employees, regardless of their job, at the end of each year. Still another

A battery of mixing machines in the modernly equipped manufacturing plant of Zep Manufacturing Corp., Atlanta, Georgia.



Zep started in building at right, below, in January, 1937. Two story building at 397 Peachtree St., provided 3,800 feet of floor space.

Reception room and lobby for the executive offices of Zep.

Zep's display room in Atlanta with different types of flooring.

plan, used in the Atlanta plant, which has tremendous appeal is the serving of lunch at company expense in the lunch room.

Firm Practices Sanitation

PRESIDENT MANDLE ZABAN began his business with the firm conviction that clean surroundings not only create better, more healthful working conditions for a company's or institution's employees, but also that they please customers or patrons. Zep still believes in this precept and practices it. An impressed plant visitor put it succintly when he said "Zep not only sells sanitation — it practices it." From the moment the visitor walks into the foyer of the Atlanta office (and those in Dallas and Kansas City are similar), he is conscious of cleanliness, order, expert maintenance, quality and efficiency.

This is not just an impression gained in the business offices. The warehouse is no hodge-podge collection of items. There is a place for everything, and everything in its place. Fork lifts speed assembly for order-filling and delivery to trucking platforms. There are individual areas for the storage of empty containers, for raw materials, for inflammables. The inflammables building was especially built according to provisions of the city's safety code, which is typical of the Zep way of doing things. Modern equipment, such as automatic meters for filling containers assure speed and accuracy and result in wage savings. No effort has been spared to make working conditions safe and pleasant, such as in the placing of dust collectors in the powder room.

And the Atlanta plant is still expanding. A new building now under construction will increase the capacity for mixing liquids by about 14,000 gallons a week.

The Atlanta plant manufactures all of the approximately 200 Zep products. The Dallas and Kansas City plants manufacture only about half of this number, the remainder being delivered to them from Atlanta in the new company trailers, which are well identified with the famous Zep trademark to remind the countryside that Zep products are on the move.

In addition to the Zep manufactured products, the company jobs or distributes an additional 250 items. The Zep cleaners, chemicals, and waxes, however, comprise 75 percent of the volume of business even though the number of additional items jobbed is greater in number. All products sold (except a few staples such as garbage cans) carry the Zep label and are fully guaranteed.

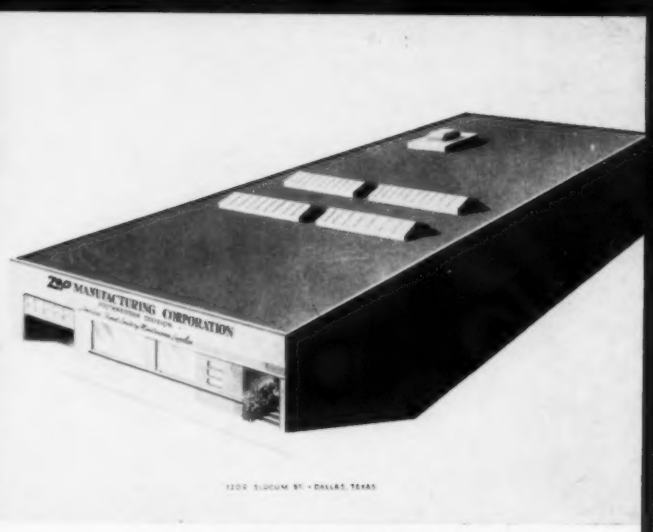
Zep prides itself on its fast service. Company trucks deliver daily

Mandel Zaban,
President

Erwin Zaban
Exec. Vice-Pres.

Dr. Harold B. Friedman
Director, Res. & Development

Zep trailers such as one above deliver throughout the South



The Dallas, Texas, plant of Zep Manufacturing Corp.

to customers in the Atlanta, Dallas, and Kansas City metropolitan areas. Customers outside the area receive shipments over-night in most cases, either by trucking firms or rail. This desire to give prompt service was largely responsible for the location of the three plants.

The company does a large mail-order business, a good part of which is due to the monthly mail advertising. The customers are listed according to type of business or institution and its particular needs. Some with wide needs get "the works". Erwin Zaban is convinced that this plan keeps Zep before the customers and often creates interest in new products.

New Products Aid Growth

NEW products are another reason for Zep's growth. The company has constantly kept in step with today's accent on modern design, utility, and color in the office, factory and home. Founder Zaban, who has always believed in planning for tomorrow's business today, long ago gave Zep's research and development laboratory the green light. Headed by Dr. Harold B. Friedman, who is assisted by three full-time chemists, the laboratory has three major concerns — development of new products, quality control of all Zep-manufactured products, and free customer research-surveys. Dr. Friedman is one of the best qualified chemists in the industry, having served with the Chemical Warfare Service of the Army as well as having been Professor of Chemistry at Columbia University, the University of Maine, and Georgia Tech.

"We are constantly concerned with our customers' needs," Dr. Friedman explains. "We try to familiarize ourselves with their physical set-up in order to give them what they need in cleaning, maintenance, and labor-saving materials and equipment. We learned long ago that we profit when the customer profits."

Zep has made many contributions to numerous industries. Recently a large baking company called in the laboratory to ask for help with a problem. They had found that their baking pans, which are constantly in use, developed a layer of carbon over the entire surface, preventing proper baking. No amount of careful cleaning could get rid of the carbon, so they were having to throw away otherwise perfectly good pans. Dr. Friedman visited the plant, observed their cleaning methods and facilities, and finally after working with the company for three months, developed a product which does the job. Now this Zep cleaner is in use throughout the chain.

This is only one of many such services which Zep is happy to give industry. Similar studies have resulted in products for the aeronautical, automotive and other food industries. Any individual problem which a salesman meets in his regular rounds is given the same careful study, and a written report sent the customer.

The laboratory's constant concern, however, is with quality control of all Zep products. Those developed in the laboratory, the chemists continue to work with in the plant until satisfied that they are on their own and meet company specifications. Even so, a specimen from every batch of each product manufactured is brought to the lab for testing before a single order is filled. The sample is given a control number, and is carefully stored for a

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Hubert W. Jenkins,
Mgr. Southwest Div.

Ken P. Veira,
Mgr. Midwest Div.

PREMIUMS...

*Based on a talk given before the Premium Advertising Association of America, Premium Advertising Conference, New York, Sept. 22, 1953.

Ranging from 10 cent knick knacks to fur scarves and diamond rings are bought by the millions to promote the sales of Stanley Home Products, Inc.

By L. R. Bressler*
Stanley Home Products, Inc.

PREMIUMS have played a very important part in the growth of Stanley Home Products, Inc. I do not mean to attribute to premiums the increase in our business from one million dollars in 1940, nine years after the founding of the company, to $56,000,000 in 1952. However, premiums are a compelling factor for a woman to invite 10 or a dozen women into her home and permit our dealers to demonstrate Stanley's line of merchandise. Incidentally, it was in 1940 that Stanley developed the so-called "Hostess Party Plan", which has continued in use since to build its sales volume.

The premium line must be well diversified. Many premiums should be available to choose from because some women will hold four to six parties a year. We must use premiums which can be made up into sets or which have continuity so that a woman will give more than one party in order to obtain a complete set or group of a particular premium.

Our premiums must be of high quality because we can pay no greater compliment to an article than to use it as a premium. In these days of hard selling, the premium has a bigger job to do than in the last 20 years. This same harder selling makes premiums more necessary than before. In a recent issue of the *Wall Street Journal*, I read an article on the tremendous increase in trading stamps. It was reported that over 100,000 merchants are now offering trading stamps to induce customers to purchase their wares.

Stanley Home Products uses premiums in the party plan for:

1. Recruiting new dealers;
2. Presenting to our own dealers in our sales contests to urge them to build up their business;
3. Inducing a hostess to put on a party;
4. Presenting to every person who attends a party. (These we generally call "free gifts" and I will refer to them later).
5. Building up sales at a party because the more sales there are the more premiums a hostess receives;
6. Aiding our dealers in booking other parties through each party because the more parties booked as a result of a party, the more premiums a hostess receives.

I mentioned earlier that a well diversified and wide range of premiums is necessary. We used a total of almost 250 different premiums at some time or other during 1952. Some we used for only one month. Some we used for three months. Others were used all year, while some items we have used from five to 12 years. Silverware has been used as a premium by Stanley for 12 years and we shall probably always use it.

In addition to silverware, some of our other more important items are cutlery, plastic film items, rigid plastic items, jewelry, aluminum cooking

utensils, lamps, cosmetics, and our own manufactured items such as brushes, mops, etc.

Stanley paid $9,400,000 for premiums in 1952. Of course, the retail value of these premiums was a great deal more than that. It was probably close to $25,000,000

Our premium buying is done through a premium department, which is headed by Miss Sally Griggs. She is assisted by Mr. Colburn Bailey and Miss Jacquelyn Diamond.

How Stanley Buys

OUR method of buying premiums goes something like this. An item is submitted to one of the three people mentioned before. Several hundred such items come in every month. Many of these items, for various reasons, are culled out by the individual premium buyer as having no possibilities for a number of reasons. These reasons need not apply to the quality or to the price. It is just that we don't happen to have any use for such an item.

Perhaps 25 to 30 items each month look good enough to be reviewed a second time. The review committee — or the screening committee, as we call it — is composed of our three buyers and myself. We analyze the 30 items which have been passed by our three premium buyers and, perhaps, only 15 of them will pass the screening committee. We then notify the manufacturers of the other 15 items which have failed to pass that we shall not be able to use their premiums at the present time. However, quite often they are held and used at later dates. Now we have 15 items which have definite premium possibilities. The real work starts at this point.

Our premium buyers contact the manufacturer and get the whole story on his capacity to produce, his ability to get the materials, and the lead time he requires. Sometimes we make suggestions as to changes in design, color, or packaging, to make the premium more attractive from our particular standpoint. When all of this information on the 15 surviving premiums is available, we submit these premiums with all the information we have on them to our new products committee. Since this committee doesn't meet any oftener than every other month, probably it will have around 30 premiums to consider. The new products committee is composed of our top sales staff and several other directors including the writer. Out of the 30 items or so which are discussed at the new products committee meeting, perhaps four or five will be selected for use in the immediate future.

Cover subject:

A native of Nova Scotia, Frank Stanley Beveridge was once vice-president of Fuller Brush Co., Hartford, Conn. He was also a sales executive for Real Silk Hosiery Mills. It was with this background that he founded his own company in 1931 with six employees and a small line of brushes and household chemical specialties. In a short time yearly sales were up to $72,000. In the next decade sales moved up over the million mark. The big turning point came in 1940 when the "Hostess Party Idea" was inaugurated. Today 12,000 hostess parties are given every day to sell the 175 items made by 800 Stanley employees in a five story plant in Easthampton, Mass.

Premium salesmen are not permitted to appear before the new products committee to present their case. You can see why this isn't possible. We couldn't very well have 30 salesmen — each taking up at least an hour of our time and, maybe, even longer — in a meeting of this kind. We would never get anything done and we wouldn't buy premiums at all. We would just be holding a lot of debates.

The committee has certain criteria which it uses in comparing one premium with another. Some of these are as follows: quality, light weight, eye appeal, utility, good spread between our cost and retail price, reputation of the maker, maker's production facilities, it must require no demonstration, its use must be self-evident, and does it have "sizzle"?

Premium Prices

THE premiums used by Stanley cost from $7.50 per thousand to $7.50 each depending on their purpose. What we call "free gift items", which are given to everybody who attends a Stanley party whether they buy or not, cost us from $7.50 per thousand units to $25.00 per thousand units. Stanley bought about 77,000,000 "free gift items" in 1952.

"Game prizes" are awarded at the 40,000 Stanley "hostess parties" held every week in the year. At every party games are played and prizes are awarded to the winners. For these prizes we pay from 5¢ to 20¢ each. About 10,000,000 game prizes were used in 1952.

Our most important premiums, "hostess prizes", are given to the woman who holds the party on a basis of accumulated point value. We pay from 25¢ to $7.50 each for "hostess prizes." Point values depend on the number of people present; the amount of the sales; the number of parties booked through each party; etc. The hostess has a choice of taking one of the large premiums for the points she has earned or she may select five or six, or more, of the smaller premiums to make up these points.

The quantities in which we buy various classes of premiums vary. Free gifts are bought in lots of 250,000 to 1,000,000 of a kind at a time. Game prizes are purchased in lots of 100,000 to 750,000 at a time. We buy hostess premiums in lots of 25,000 to 100,000 at a time. The smaller quantities in the last category are for the premiums having the highest prices.

There is one class of prizes which we buy, which I have not mentioned. These are the premiums which we give to our own dealers and managers, who are the people who sell our merchandise. Our prize department buys items costing from $2.00 to $200.00. In the latter category are such things as gold watches, diamond rings, fur scarves, etc. In the other category are such items as you will find in the premium catalogs put out by the premium houses.

Illustrative of our volume of premium purchase is an incident which took place when I was on a trip recently. A large survey organization called up my secretary, Francis Noble, and asked him what was the total amount of cutlery we manufactured. Knowing that we didn't manufacture cutlery at all, Mr. Noble was curious as to why they wanted the information. The answer was that they had just finished a survey and found out that more people had Stanley cutlery in their homes than any other cutlery named and wondered why they had not heard

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Detergents' Effect

A METHOD of determining the effects of soaps and synthetic detergents upon the human skin, said to be more accurate than anything previously known to medical science, is claimed by the research laboratories of the University of Pennsylvania, in Philadelphia.

As the result of investigations conducted in the Department of Dermatology of the university's school of medicine by Dr. Eugene J. Van Scott, associate in dermatology, and Dr. J. B. Lyon, a visiting scientist from Westminster Hospital, London, England, it was recently revealed that medical authorities now have at their disposal new information with which to reckon with cases of inflammation of the skin. (dermatitis).

The University's report was released to the public October 1. The findings of the two doctors were also published in the September issue of *The Journal of Investigative Dermatology*, official organ of The Society for Investigative Dematalogy, Inc., under the title of "A Chemical Measure of the Effect of Soaps and Detergents on the Skin."

A marked increase in the number of cases of "housewives hands" and kindred skin irritations among patients seeking medical treatment has been reported recently in widespread medical circles, according to the report.

This increase, it was noted, has occurred in coincidence with a substantial increase in the production of new soaps, powders and other detergent agents employed in cleansing processes.

Concerned with this rising incidence of dermatitis in a variety of forms, officials of the University of Pennsylvania said, manufacturers, in a very cooperative attitude, have joined with physicians in seeking new information pertinent to the situation.

Investigators at the University, under the direction of Dr. Donald W. Pillsbury, chairman of the Department of Dermatology, selected at random fifteen of the leading detergents to be found in an average market place. Tests were made to determine whether they might induce changes in the structure of the skin.

The products studied were "Dreft," "Vel," "Lux," "Rinso," "Joy," "Spic and Span," "Tide," "Cheer," "Surf," "Oxydol," "Fab," "Duponol," "Glim," "Phisoderm."

Tap water was also studied for its effect on the skin.

As explained by the investigators in their clinical report, the surface layer of the skin, known as the stratum corneum, a horny layer, serves to protect the lower layers from outside injury and irritation.

Skin from which the stratum corneum has been removed is extremely vulnerable to chemical injury and to infection. The stratum corneum is made up predominantly of a meshwork of fibrous protein known as keratin.

The structure of the keratin molecule, it was explained, consists of long strands or chain-like chemical building blocks, called polypetides, which lie parallel to each other and which are connected laterally by smaller molecular units, the so-called cross bonds and linkages.

Thus, the large keratin molecule is analogous in some ways to a rope ladder with its parallel sides and cross connecting rungs. The surface layer of the skin is made up of innumerable such molecules interlaced in the form of a multi-layered net. The University's report on the study adds:

"But here, it was discovered, the simple analogy ends, for situated between the intact rungs of the figurative ladder are found other chemical units, known as the sulfhydryl groups, which might be visualized as incomplete cross connections.

"A small number of these sulfhydryl groups can be measured in the keratin of normal skin by normal means. However, the greater portion of them remain unavailable and cannot be detected since they are enclosed and protected by surrounding intact cross bonds and linkages.

"In the investigations at the University of Pennsylvania, it was found that changes in the structure of the keratin molecule did occur. When normal keratin was exposed to solutions of most of the 15 detergent substances, sulfhydryl groups could be detected in much greater numbers than are to be found in normal keratin."

No attempt was made to condemn any of the detergents, however, in the study. The University's resume of the findings contained this significant statement:

"While all of the detergents had some effect, the data indicated that with reasonable precautions in avoidance of very prolonged exposure, approximately half of the substances should be well tolerated by normal skin. With others, however, the effect was more marked.

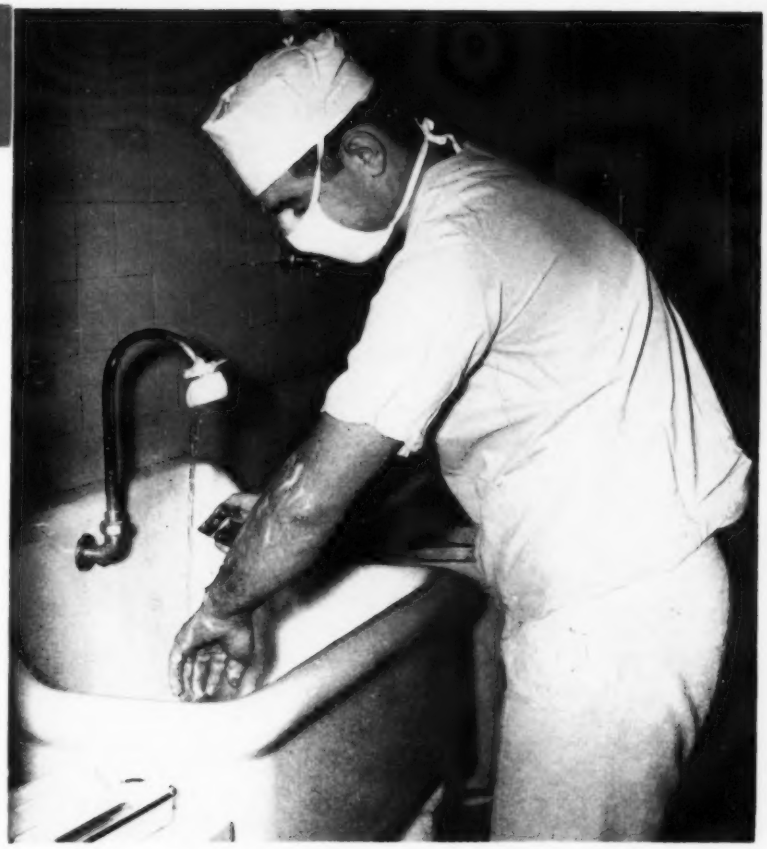
"The findings as interpreted by the investigators indicate that the cross bands are broken or otherwise loosened, thereby exposing the sulfhydryl groups which were previously enclosed.

"There are indications also that skin irritation by certain soaps and detergents may in a large part be due to a direct chemical attack on the surface keratin layer of skin; that the compact structure of this layer is loosened and its protective ability lost, thereby exposing the deeper layers to the soaps and detergents themselves, as well as to the other irritating substances.

"Some of the products under examination, it was explained, had no such destructive effect, that is, they did not seem to injure the protective structure of the keratin, while other products had moderate to marked effects. The suggestion was made that all new detergent products should be tested by the method herein described preliminary to their general use."

That part of the doctors' report is expected to result in considerable additional study by manufacturers themselves.

on Skin



Ewing Galloway Photo

"It was also found," the University's summary of the findings stated, "that the natural oils of the skin slightly protect the keratin against the effects of several of the products that were investigated. Against the remainder of the products, there is no such protection.

"The University of Pennsylvania investigators recommend that persons who must use soaps and detergents excessively should apply a proper protective liberally to the hands before exposure and thoroughly rinse the skin afterward. If this does not provide adequate protection, it was suggested, the wearing of rubber gloves is advisable in order to avoid any and all contact between the skin and the soap or detergent solution.

"With some strong detergents, it was said, prolonged contact will inevitably produce some chemical disintegration of the horny layer of the skin known as the stratum corneum."

Dr. Van Scott and Dr. Lyon, in their report in *The Journal of Investigative Dermatology,"* said:

"Comparatively little is known about the mechanisms whereby dermatitis is produced by soaps and detergents. The irritating effects of these agents have variously been ascribed to their defatting action, sensitizing potential, pH, or direct chemical action on the skin.

"It has been established that detergents modify the structure of native proteins. For example, alkylbenzene sulfonate has been shown to change the molecular structure of native egg albumin by an unfolding of the coiled polypeptide chains (1). Earlier Anson demonstrated that, under the influence of "Duponol," the enclosed sulfhydryl groups of this native protein are exposed and become titratable; prior to the action of the detergent these groups do not react with sulfhydryl reagents (2). The dispersing effect of "Duponol" on keratins is evidence that a denaturation occurs with these proteins as well (3).

"No quantitative data are available on the denaturing effect of various soaps and detergents on skin proteins. To determine whether soaps and detergents expose sulfhydryl groups, a number of products were tested for their sulfhydryl-exposing capacity on human keratin. The object of this study was to determine whether this particular denaturing effect is different for each product. The possibility was also considered that the magnitude of such *in vitro* effects might be correlated with the relative incidence of dermatitis from these products.

"The following types of keratin were used: 1. dry, powdered plantar keratin; 2. dry, powdered plantar keratin defatted by washing three times with dry ether; 3. defatted, dry, powdered plantar keratin to which human sebum had been added in a one per cent final concentration; 4. ether washed powdered human hair; 5. ether washed powdered human nails. Twenty to 60 mg. samples of these keratins were suspended in a two cc. portions of a one per cent solution of several soap and detergent products. A number of samples were also suspended in 10 per cent solutions. Control samples were suspended in two cc. tap water; in another control series tap water was used, the pH of which was adjusted from 4.5 to 10.5 with acetic acid and sodium hydroxide respectively.

"The keratin samples were incubated in these solutions for two hours at 40°C with frequent agitation. Immediately after incubation the sulfhydryl content was determined by the method of Flesch and Kun (4). Another series was set up with plantar keratin for the purpose of determining the pH of the solutions before and immediately after the addition of keratin, and other incubation for two hours.

"The one per cent concentration of the soaps and detergents used in this study is approximately that

Table I.
—SH exposed in human plantar keratin by the influence of pH and 1% solutions of soaps and detergents (—SH in mM x 10-2/100 gm dry weight keratin)

Suspending Solutions	pH Before Adding Keratin	pH After Adding Keratin	—SH after 2 hrs. incubation at 40°C: Non-Defatted Keratin	Defatted Keratin	Keratin with 1% Sebum
Tap water	6.8	4.5	1.3	3.8	2.0
Tap water	4.5	4.0	—	3.8	2.0
Tap water	5.5	4.5	—	3.8	2.0
Tap water	6.5	4.5	—	3.8	2.0
Tap water	7.5	4.5	—	3.8	2.0
Tap water	8.5	5.0	—	3.8	2.0
Tap water	9.5	5.5	—	3.8	2.0
Tap water	10.5	5.5	—	3.8	2.0
Dreft	7.2	5.5	1.3	3.8	2.0
Phisoderm	7.1	5.5	1.3	5.5	3.1
Glim	7.2	5.5	1.3	6.2	3.3
Vel	6.7	5.5	2.0	6.2	4.8
Joy	6.8	5.0	2.0	6.7	3.9
Rinso	10.3	6.5	4.7	6.7	6.6
Lux	10.1	6.5	4.7	9.8	5.3
Ivory	10.1	6.5	4.7	9.8	6.0
Surf	9.9	6.5	7.6	11.7	9.6
Cheer	9.9	6.5	7.6	11.7	12.8
Oxydol	9.9	6.5	8.4	12.5	12.4
Tide	9.8	6.5	11.0	12.2	8.8
Fab	9.9	6.5	12.5	18.0	18.1
Duponol	8.0	6.5	12.7	18.0	15.9
Spic & Span	9.9	9.5	46.7	43.7	44.5

which one would expect to find on the surface of the skin under conditions of household use. It is highly probable that the skin is often exposed to much higher concentrations of these materials as a result of repeated exposures and evaporation of water, and particularly in certain body areas, e. g. under rings, in interdigital spaces, etc.

"The data suggest that, *in vivo*, sebum may exert a certain slight protective action against some of these products. However, the detergents with a powerful sulfhydryl exposing action apparently also have a pronounced degreasing ability which counteracts this slight protective action of sebum.

"The question might be raised as to why water adjusted to a pH of 9.5 and higher did not attack the keratin molecule, since it is known that solutions of such high pH dissolve keratin by rupturing disulfide linkages, with formation of sulfhydryl groups (5, 6). Under our experimental conditions the relatively large amounts of keratin used immediately lowered the pH of the small volume of suspending solution to acid levels because of the buffering effect of keratin.

"The same applies to the solutions of soaps and detergents with a high pH which, likewise, fell to acid levels from the buffering action of keratin. The only exception was "Spic and Span" which maintained a high alkaline pH after the addition of keratin.

"In this case it is possible that additional amounts of sulfhydryl were exposed by the splitting of disulfide linkages at this critical pH. It is not permissible to conclude that the order of increasing denaturing effect on plantar keratin by the soaps and detergents used here represents the order in which these products are likely to cause dermatitis.

"Correlation of these *in vitro* data with clinical findings is being carried out by Dr. Lyon. Nevertheless it is highly probable, that, among other factors, the alteration of the molecular structure of keratin as demonstrated by these values is an important mechanism in the production of dermatitis by soaps and detergents as a group.

"The compact structure of keratin is loosened by these substances and it would seem that a certain amount of protection is lost in this way. The precise mechanisms of the interaction between proteins and detergents is not known.

"It is probable that certain cross bonds (not the disulfide bridges) between polypeptide chains are disrupted, thereby exposing the previously enclosed sulfhydryl groups. Although keratinization is generally considered to be characterized by the transformation of the epidermal sulfhydryl groups to the disulfide bridges of the keratin molecule, there is ample evidence that considerable numbers do not undergo this transformation.

"Thus, it has been shown that hair and other hard keratins contain significant amounts of cysteine (3, 8, 9, 10). The presence of sulfhydryl groups in epidermal soft keratin has been demonstrated by recent histochemical technics which employ spe-

(*Turn to Page* 174)

Table II.
SH exposed in human hair and nails by the influence of 1% solutions of soaps and detergents (—SH in mM x 10-2/100 gm hair or nails)

Suspending Solution	—SH after 2 hrs. incubation at 40°C: Hair	Nails
Tap water	0.96	0.4
Tap water (pH 10.5)	0.96	0.4
Phisoderm	0.96	0.4
Dreft	3.6	3.2
Vel	5.6	5.0
Glim	6.0	9.0
Ivory	7.5	6.5
Lux	7.8	6.5
Rinso	8.0	4.0
Joy	8.0	14.7
Duponol	8.8	14.7
Spic & Span	12.5	48.9
Tide	14.0	47.3
Cheer	15.0	29.5
Surf	15.9	52.9
Oxydol	16.0	47.3
Fab	18.7	57.8

European Essential Oils Today

French oil production suffers as result of depressed economic condition, while Italy improves, Ungerer executives find

THE growing importance of jasmine, particularly among Italian essential oil producers, was one of the significant developments noted by Kenneth G. Voorhees, president, and Ivon H. Budd, vice-president of Ungerer & Co., New York, essential oil, and aromatic chemical firm, during a recent six weeks visit to floral raising regions of Europe. Italian produced jasmine is of good quality, and its production is growing as new companies are producing the oil, both men agreed.

The influence of Russia in the citrus oil market of Italy was mentioned by Mr. Voorhees and Mr. Budd. Russia has been buying both citrus oils and fruit heavily in the last two years. This has kept the market for these items high, so high in fact that a British buyer encountered by the Ungerer executives during their trip complained that lemon prices were out of reach of his purchasing power. Crop estimates of Italian citrus oils for 1953 are about 15 per cent higher than in 1952. Russia, incidentally, is buying in Italy with rubles, which can be converted to lira, or through barter agreements worked out with the Italian government.

KENNETH G. VOORHEES

During their trip Messrs. Voorhees and Budd visited France, Italy including Sicily, and Holland.

Holland is getting back on its feet slowly, following the severe floods of early spring. Work on repairing dikes is about complete, but it will be some time before fields are ready for cultivation.

The French essential oil picture is far from bright. Two major factors are responsible for the plight of the French essential oil producing industry. Competition from aromatic specialities has cut deeply into the market for floral products.

Economic conditions in France are having a marked effect on essential oil output. The French are living a day to day existence, which is reflected in the lack of currency stability. Black markets in the franc flourish which, when added to the high cost of living, cut down on the incentive to produce or even to work.

In the Grasse region during jasmine season, Messrs. Voorhees and Budd found that there was a carryover of that oil from the previous season, with prospects for the current production good. The rose crop was found to be favorable, as were those of neroli, lavandin, jonquil and tuberose. The lavandin carryover was estimated to be about 50 tons, with the current production put at between 375 and 400 tons. Few new developments in production methods were found in France by the Ungerer executives.

Although essential oil quality in some cases has suffered, fine quality essential oils are obtainable if buyers are willing to pay the price, according to Mr. Voorhees and Mr. Budd. The continued use of essential oils in combination with the aromatic chemicals in soap and toiletries perfuming will continue, they stated. The lasting quality of essential oils is a requisite for soap perfumes, they said. Of course, the fairly rigid price factor for soap perfumes is a limiting factor in the choice of an available oil.

Bon Ami Earnings Rise

Increased earnings for the nine months ended Sept. 30, were reported recently by Bon Ami Co., New York. Earnings per class A share rose during the first three-quarters to $1.27, as against 95 cents in the nine months ended Sept. 30, 1952. Profit before income taxes totaled $206,645 in the 1953 period, as compared with $159,056 in the first nine months a year ago. Bon Ami's net profit amounted to $113,875, after taxes of $92,770 in '53, as against a net of $90,327 and income taxes of $68,729 in the comparable period of 1952.

IVON H. BUDD

What's N

New glass cleaner and fog preventive (extreme left) is now being marketed under the tradename, "Klear-Glass," by Buckley Corp., New York. Comes in pocket-book size plastic applicator, and in 1½ and 3½ ounce plastic squeeze bottles. Retail prices for the three sizes are, respectively, 49 cents, 97 cents and $1.49. The product is applied from the two larger size units by spraying and the surface wiped clean. The pocket size applicator dispenses the cleaner via soft felt wick.

"On Hand," Lentheric's new protective hand lotion (top right) is a silicone based liquid to be applied to the hands before dishwashing, gardening, etc. A clear lotion, the product comes in an oval, glass bottle with a pink, hand shaped label. Three ounces, said to be enough for 80 to 100 applications, retail for $1.00. There is no Federal excise tax.

A new addition to Du Pont's No. 7 line of automotive products, is "Bug Remover." A cleaning powder for removing "bug splatter" from auto finishes and chromium, and containing Du Pont's detergent, "Duponol," the product comes in an eight ounce can to retail for 50 cents.

"Small Fry," bottom row, extreme left, is new bubble bath powder for children made by House of Hewick division of Cort-Livingston, Inc., Brooklyn. The package, a metal-end paper canister produced by Harcord Manufacturing Co., Jersey City, N. J., is attractively labeled in yellow, blue, black and magenta on a white field.

New "Krome-Brite" cleaner for removing baked-on grease from chrome, brass, nickel, copper, bronze and stainless steel kitchen utensils is now being featured at Macy's, New York. Cleaner is made by Macco Industries, New York, and comes in four, eight and 16 fluid ounce sizes to retail for 69 cents, 92 cents and $1.59, respectively.

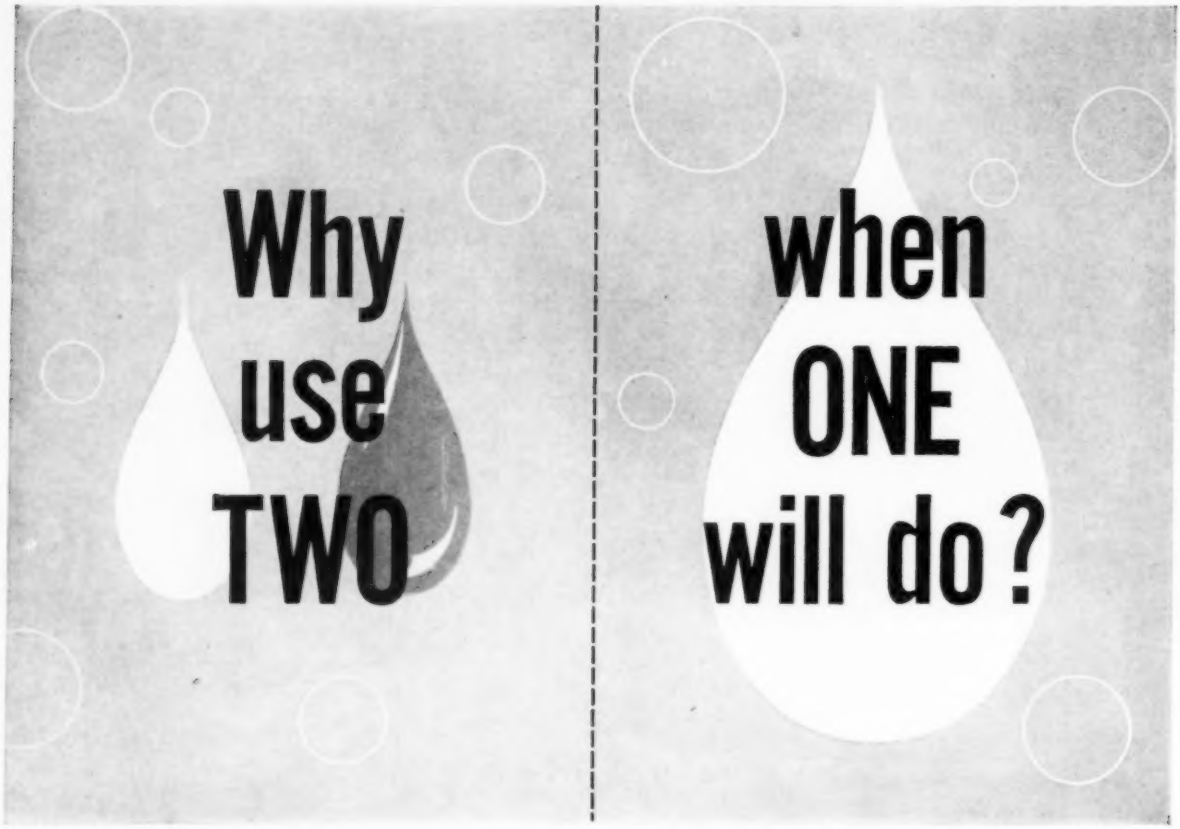
Postamatic Co., Philadelphia, recently announced the introduction of "10 Spot" hard surface household cleaner. Coming in one pound and two and one-half pound can sizes to retail for 98 cents and $1.95, the material is put into a solution in luke warm water. In addition to its use on hard surfaces, the product is also said by the maker to be effective in removing grease, grime and printing ink from the hands.

lew?

For Christmas, Elizabeth Arden, New York, has designed a new gift package consisting of hand soap, bath salts and bath powder as a "Blue Grass" ensemble. Three items come in unit featuring transparent plastic top box by Plax Corp.

New double wall construction polyethylene jar developed recently by Imco Container Corp., Kansas City, Mo. The jar is available in an unlimited number of color combinations and sizes. The jar is lightweight, and said to be unbreakable.

New Colgate-Palmolive Co., Jersey City, N. J., gift shave set for men features "Rapid Shave" aerosol shave cream and "Palmolive" after shave lotion in combination to retail for $1.79 plus tax. This is the first time Colgate has gone into extensive gift packaging for its regular line of "Palmolive" shave products.



NOW—ONE QUALITY DETERGENT
MAKES TWO TYPES OF SHAMPOO!

NEW DU PONT "DUPONOL" EP is the first detergent on the market to formulate readily into both clear liquid and liquid-cream shampoos. Make one . . . make the other . . . make both . . . from the same fine cosmetic-grade detergent.

Use it in a clear liquid. "DUPONOL" EP gives you:
a low cloud point . . .
body plus a high order of uniformity . . .
excellent foaming characteristics—even in hardest water . . .
a light color, stable to heat and light.

Use it in a liquid-cream. "DUPONOL" EP gives you:
superior foaming characteristics . . .
high uniformity . . .
a light, stable color . . .
easy adaptability into the popular "pearlescent" sheens.

"DUPONOL" EP is kind to hair and scalp. When properly formulated, it cleans hair thoroughly, yet its gentle action doesn't "dry out" the natural oils so essential to hair and scalp.

Free! For your use! Du Pont has developed dozens of shampoo formulas centering upon "DUPONOL" EP—and more are to come. Send TODAY for "'DUPONOL' EP SHAMPOO FORMULATIONS," a complete guide for your use of this new two-in-one product. E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

DU PONT *Duponol* **EP**
REG. U. S. PAT. OFF.
DETERGENT

DU PONT
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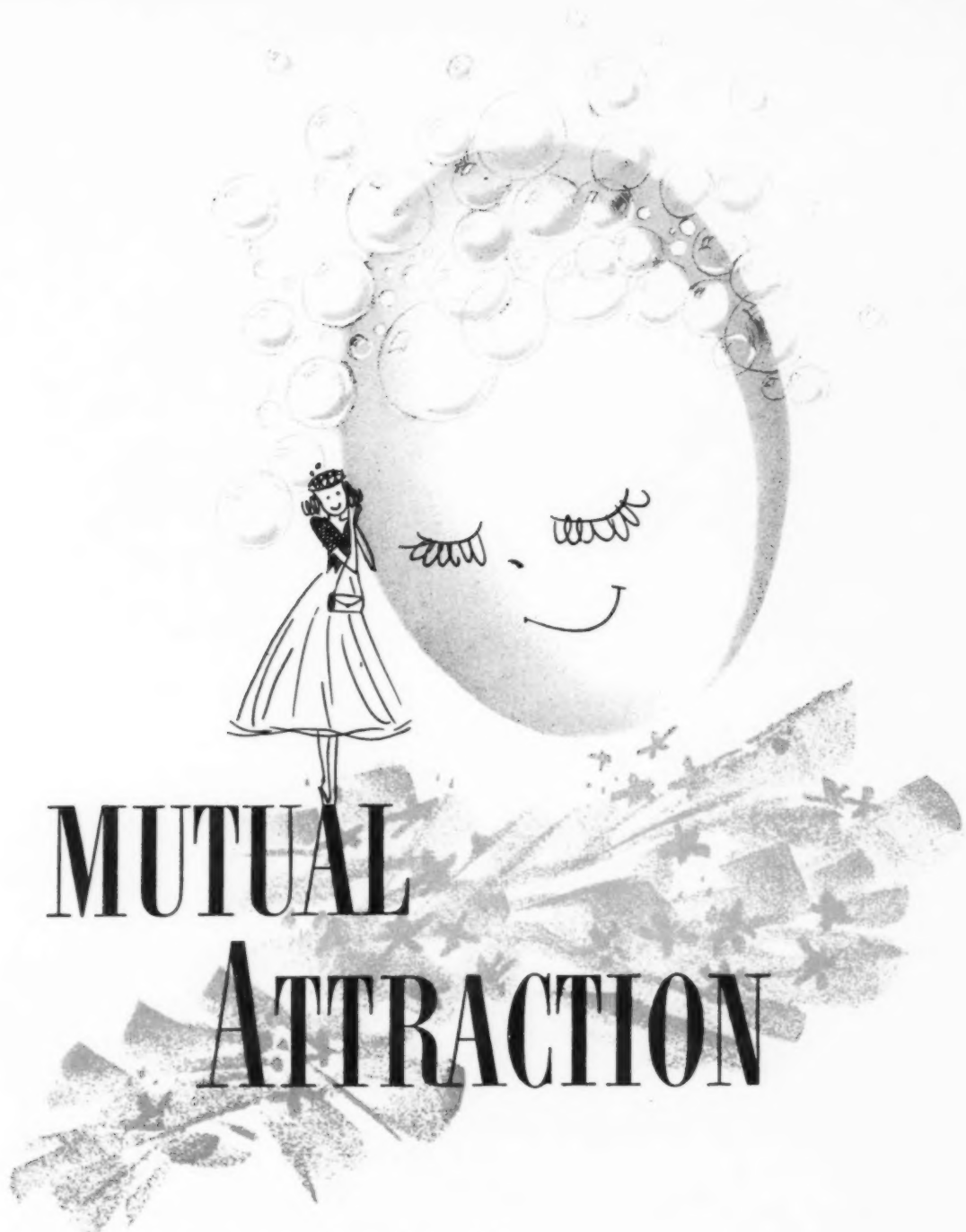
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*



MUTUAL ATTRACTION

Soap perfumes by

VAN AMERINGEN-HAEBLER, INC.

521 WEST 57th STREET • NEW YORK, 19, N. Y.

Looking forward by plowing back

Each year American Can Company plows back more into research than any other can manufacturer, *more* into technical service, *more* into field operations, *more into every phase that can benefit you.*

From this plowing back comes a continuous stream of container improvements which American Can Company's customers enjoy before others do.

In the packaging industry most *first* or *original* contributions bear the Canco imprint. Canco's philosophy of always looking forward can be of immeasurable assistance in your business.

These are reasons why it is to your advantage to turn first to Canco—the people who offer you *more* all along the line.

Go first to the people who <u>are</u> first!

AMERICAN CAN COMPANY

CANCO

New York, Chicago, San Francisco; Hamilton, Canada

Here are a few of the special containers, developed by Canco, that have solved many marketing problems. Canco's knowledge and experience can provide the answer to *your* packaging needs.

POLAK & SCHWARZ, INC.
ALBERT ALBEK, INC.

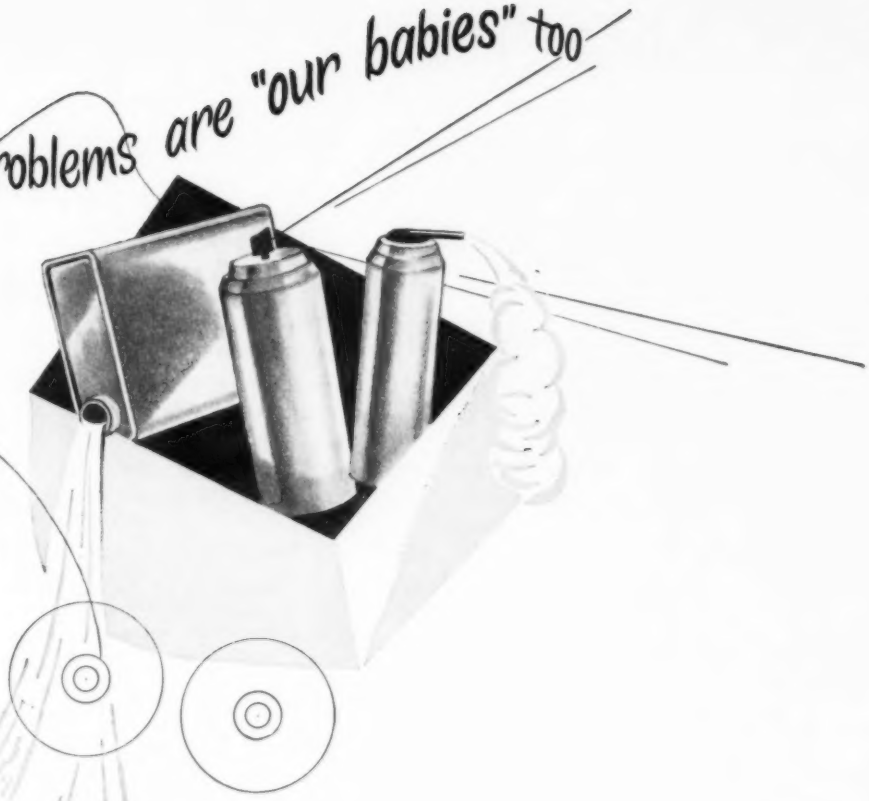
Announcement...

ALBERT ALBEK, INC., of Culver City, California, have merged their operations with POLAK & SCHWARZ, INC., and will hereafter be known as

POLAK & SCHWARZ, INC.
WEST COAST DIVISION

The local laboratory and manufacturing departments will function as heretofore with the added advantages of complete cooperation with POLAK & SCHWARZ, INC., whose vast and successful experience both in this country and abroad will enhance the ability of the West Coast Division to serve its clientele.

Your filling problems are "our babies" too



Get Fool-proof Packaging . . .
plus CONTINENTAL'S Famous "Follow-Through"

Noted for Aerosol Packaging . . .

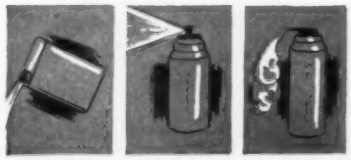
CONTINENTAL

saves you money on *LIQUID FILLING*, too

A pioneer in aerosol dispensers, Continental is often associated with that type of packaging alone. We appreciate the reputation, but wish to correct the emphasis. Our expanded capacity includes the finest filling equipment . . . geared to handle any size order . . . for *liquid*, as well as spray and foam packaging. The same savings from shipping to us in bulk, while we ship your finished product, accrue to you. For costs on straight liquid or "squeeze-bottle" filling, outline your needs in a letter.

You'll like Continental's methods. Beginning with exhaustive chemical analysis of your product formula, we carry on with fast, efficient production accompanied by rigid quality control. Finally, we always stress our Midwest locations and shipping "follow-through." Continental's extensive warehouse space enables you to use our two plants as national distribution points. We handle shipping and paper work. Your orders are ready when you want them. And the savings on freight and reduced average damage are considerable, especially if you package in glass. Since Continental specializes in all types of filling . . . liquid, pressurized, and aerosol in glass or cans . . . combination shipments are routine. You get one bill of lading, one invoice, etc. Accounting is simplified. Shipments don't get snarled up. Dealers get their goods on time. All this . . . and more besides . . . is yours from Continental. Send us y(our) problem today.

CONTRACT AND CUSTOM FILLING



LIQUID SPRAY FOAM

MAIN OFFICE • 123 NORTH HAZEL STREET, DANVILLE, ILLINOIS

CONTINENTAL FILLING CORPORATION

PLANTS • DANVILLE, ILLINOIS — HOBART, INDIANA

Tests show reduction of skin bacteria on hands with "DYSEPT" *containing hexachlorophene*

This new liquid soap perfectly meets the needs of surgeons, physicians, hospitals, clinics, restaurants—any application where it's important to maintain skin bacterial population at a minimum level. Independent laboratory tests demonstrate that convenient "DYSEPT"—with 5% hexachlorophene to the anhydrous soap content—is both bactericidal and bacteriostatic with continuous daily use. Charts show percentage reduction.

CHART No. 1. Percentage reduction in resident bacteria on hands with continuous daily use of undiluted "DYSEPT" for 4 consecutive days. Tests actually ran over 5-day period. "Zero" days represents bacterial population before use of "DYSEPT."

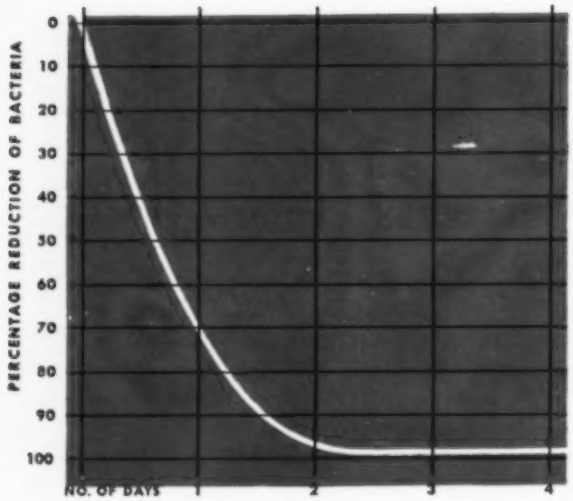
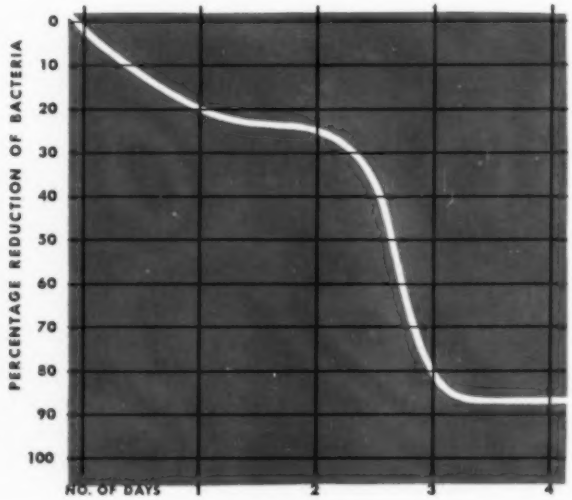


CHART No. 2. Percentage reduction in resident bacteria on hands with continuous daily use of "DYSEPT" diluted 1:1 with water for 4 consecutive days. Again, tests actually ran over 5-day period. "Zero" days represents bacterial population before use of "DYSEPT."



NOTE THESE FACTS ABOUT THE USE OF "DYSEPT"

"DYSEPT," containing 1% hexachlorophene to the total volume, leaves an invisible film not removed by rinsing which, with application one to three times daily for at least five days a week, reduces bacterial skin flora to about 5% of the usual amount and maintains that level. It has been found to reduce surgical scrub-up contact time with daily use. "DYSEPT" is non-toxic and non-irritating, and acts effectively even when diluted with water. A clinical brochure, with laboratory reports, suggestions for using and other technical data, may be obtained by mailing the coupon. "DYSEPT" is available through all Davies-Young distributors.

THE DAVIES-YOUNG SOAP COMPANY
DAYTON, OHIO
Also makers of
"DYSEPT"
Hand Lotion
(containing Hexachlorophene)

MAIL THE COUPON FOR SAMPLE AND DETAILS

THE DAVIES-YOUNG SOAP COMPANY SSC-11-53
BOX 995, DAYTON 1, OHIO

Please send free sample of
- ☐ "DYSEPT" Liquid Soap and clinical brochure.
- ☐ "DYSEPT" Hand Lotion

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News

Controllers Elect Schwarz

George W. Schwarz, vice-president and treasurer of Wyandotte Chemicals Corp., Wyandotte, Mich.,

GEORGE W. SCHWARZ

was elected president of the Controllers Institute of America, at its recent annual meeting. Allen L. Fowler, manager of the reports department of Day & Zimmerman, Inc., Philadelphia, was elected president of the Controllership Foundation, Inc., research arm of the Controllers Institute.

Berkshire Udet Distributor

Designation of Berkshire Chemicals, Inc., New York, as its eastern distributors for agricultural products was announced recently by Universal Detergents, Inc., Long Beach, Calif.

Cunningham Expands

Completion of its first major program to expand its facilities was announced recently by Cunningham Cleanser Corp. of New Jersey, Clifton, N. J. The firm is devoted exclusively to private label compounding and packaging. Newly installed facilities include a 1,000 gallon stainless steel jacketed kettle with agitator, and a 5,000 gallon mixing tank with "Flometer" for liquid compounding. In addition, Cunningham has added two liquid filling machines, another powder filler, a capping machine, a straight line wrap-around labeler, a pony labeler, a new belt conveyor, several stainless steel pumps and accessory equipment. The entire plant is now completely converted from skids to pallets.

Kuphal Joins Economics

Appointment of Edward E. Kuphal as head of production of the Chicago, Lyndhurst, N. J., and Santa Clara, Calif., plants of Economics Laboratory, Inc., St. Paul, was announced recently by E. B. Osborn, president. For the past eight years Mr. Kuphal has been director of manufacturing for General Mills Corp., Minneapolis. Mr. Kuphal's duties include responsibility for production of the Economics line of industrial and institutional cleaners, and also "Soilax", "Electrasol" and "Finish", which are distributed through grocery, hardware and paint stores for household use. Mr. Kuphal's appointment is in line with Economics' plans for continued expansion.

A 1935 graduate of the University of Minnesota, where he received a chemical engineering degree, Mr. Kuphal started with General Mills as a staff assistant in the manufacturing department. He rose to director of manufacturing of the General Mills food division, with direct responsibility for the operation of the company's 17 flour, eight feed, three cereal and two oat plants.

EDWARD E. KUPHAL

Humphreys Shell Vice-Pres.

Cecil W. Humphreys has been appointed vice-president in charge of manufacturing for Shell Chemical

CECIL W. HUMPHREYS

Corp., New York., it has just been announced by Richard C. McCurdy, president. Mr. Humphreys had previously been general manager and manager of development for the company's manufacturing department.

Born and brought up in the San Joaquin Valley area of California, Mr. Humphreys was graduated from College of the Pacific in 1927 and received his Ph. D. in chemistry and engineering from Stanford University in 1931. Joining Shell Chemical Corp. as a laboratory assistant at the Pittsburg, Calif., plant, he later worked as chief chemist at the company's Martinex, Calif., plant. Subsequently he became assistant superintendent of the Dominguez plant. He moved to Houston, Tex., in 1941, to act as manager of the chemical plant there from its birth through the war years. In 1946 he became manager of nation wide operations in Shell Chemical's manufacturing department.

C-P-P Adopts New Name

As of November 1, Colgate-Palmolive-Peet Co., Jersey City, N. J., adopts its new name, Colgate-Palmolive Company. Plans to change the name were announced earlier this year.

LET THESE ODOR EXPERTS COMPOUND THE FRAGRANCE FOR YOUR...

TOILET SOAPS

IF ODOR makes an important difference
in the acceptance and sale of a toilet soap —
and you know that it *does* —
then the obvious answer
to many a soap manufacturer's sales problem
is just this: *USE BETTER PERFUMES.*
This does not mean, necessarily,
costlier perfumes,
but rather a more expert compounding
and blending of aromatics.
Now the skilled perfumer who holds the key
to this problem possesses a rare and costly commodity.
We are fortunate in having on our staff not one,
but a whole team of experts whose
combined knowledge covers every aspect of perfuming
from basic raw material manufacture to finished product.
Few firms can boast or buy such experience,
yet to every toilet soap manufacturer
the experience and creative abilities of this great staff
are always available — at no extra cost —
to help each find a better perfume
and the right answer to his selling problem.

ALSO

PERFUME

SPECIALTIES

FOR:

AEROSOLS

CLEANING COMPOUNDS

DEODORANTS

DISINFECTANTS

FORMALDEHYDE SPRAYS

HOUSEHOLD SPRAYS

INSECTICIDES

LAUNDRY SOAPS

LIQUID SOAPS

PARA BLOCKS

POLISHES

SCOURING POWDERS

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ETC.

FRITZSCHE *Established* 1871 *Brothers, Inc.*

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BRANCH OFFICES *and* °STOCKS: *Atlanta, Georgia, Boston, Massachusetts, °Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, °Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, °Toronto, Canada and °Mexico, D. F.* FACTORY: *Clifton, N. J.*

Purex Honors Veterans

Service pins were awarded to 27 employees of Purex Corp., South Gate, Calif., at the company's annual award dinner held recently at the Hollywood Athletic Club. Employees whose service with the firm totaled 230 years were presented with pins by A. C. Pelletier, president of Purex.

Colgate Wins Injunction

A permanent injunction restraining LaMay's, Inc., of Chelsea, Mass., from selling Colgate toilet goods below the minimum prices established under the Massachusetts Fair Trade Act, was secured recently by Colgate-Palmolive-Peet Co., Jersey City, N. J. The injunction was granted by the United States District Court in Boston. Among the products involved are "Colgate Dental Cream" and "Halo Shampoo."

Victor Building New Plant

Construction of a new plant for the production of phosphorous oxychloride and phosphorous trichloride is now under way, it was announced recently by Rothe Weigel, president of Victor Chemical Works, Chicago. The new plant will be added to the present facilities of Victor's processing plant in Morrisville, Pa., and will more than double the company's present capacity of these phosphorous chemicals now being produced at Chicago Heights, Ill. Present plans call for completion of the new plant early in 1954.

Fritzsche Sales Changes

Changes in its sales organization were announced recently by Fritzsche Brothers, Inc., New York. Robert W. Montgomery has been transferred to New York from the Philadelphia branch, where he had been stationed for the past eight years. He is succeeded in the Philadelphia territory by Robert M. Hughes.

Other new sales representatives include Frank J. McNamara, who will work out of the New York office. Mr. McNamara has had training in chemistry and sales work. Parker Schwamb, a sales executive in the pharmaceutical field, has joined the Los Angeles office, where he assists Stanley Crouch, staff manager there.

Drackett in New Office

Drackett Co., Ivorydale, Cincinnati, manufacturers of "Windex" and "Drano", recently occupied a new modernistic office building at their 5020 Spring Grove Ave. plant site.

SAACI Annual Meeting

The Salesmen's Association of the American Chemical Industry held its 1953 annual meeting and show October 27 at the Hotel Roosevelt, New York. Make-up of SAACI's new nominating committee, members of which are selected by mail ballot, was announced at the gathering.

The association's show this year was entirely musical. Participating were Doras Smith as guest soloist and the SAACI choir, which is under the direction of Ed McGinley of the Fred Waring organization.

Heads Glyco Purchasing

Albert M. Nordt, formerly of Rosenthal Bercow Co., New York, as well as Biddle Sawyer and Cole Laboratories, was recently appointed head of the purchasing department of Glyco Products Co., Brooklyn.

New Universal Reps.

The appointment of C. E. Hayward as western division representative and the naming of three midwestern sales agents were announced recently by B. R. Bryant, general manager of Universal Detergents, Inc., Long Beach, Calif. At the same time Universal announced that it had appointed Cole and De Graf, pioneer San Francisco chemical jobbers, as northern California distributors for its line of "Udex" and Udet" surfactants and "Udesolve" aromatic hydrocarbon solvents.

Mr. Hayward, who had previously been with Purex Corp., South Gate, Calif., and Wyandotte Chemicals Corp., Wyandotte, Mich., is a graduate of San Diego State College, from which he received a B.S. degree in business administration in 1932.

Appointed as mid-western representatives of Universal are Jameson Chemical Co., Chicago, to serve Illinois, Indiana, southwestern Michigan and eastern Iowa. M. H. Baker, Minneapolis, covers the remainder of Iowa, Minnesota, Omaha, Nebraska and La Crosse, Superior and Eau Claire, Wis. J. W. Copps, Milwaukee, is representing Universal in the Milwaukee area.

J. W. COPPS

A. R. JAMESON

M. H. BAKER

IGEPONS

Versatile Surfactants for Detergents

IGEPONS are manufactured from a wide variety of fatty acids to permit formulators to select the physical form with foaming and detergent properties best suited to their requirements. IGEPONS are also easy on the hands and face and impart a softness to fabrics unequalled by other detergents due to their superior emollient action.

IGEPON T-43 is a slurry representing the lowest cost anionic detergent of the Igepon surfactants derived from oleic acid.

If you have not investigated these pioneer surfactants your inquiries in regard to specific applications are invited.

gdc ANTARA

You can do it better with an IGEPON

Write today for our new brochure on the complete Igepon line

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DIVISION OF GENERAL DYESTUFF CORPORATION

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IN CANADA: Chemical Developments of Canada Limited, Montreal

Victor H. Berman Dies

Victor H. Berman, 69, president of Onyx Oil & Chemical Co., Jersey City, N. J., died at his summer

VICTOR H. BERMAN

home at Allenhurst, N. J., Sept. 29. Mr. Berman founded Onyx Oil & Chemical in an old stable in 1910. The company, which now occupies more than a square block in Jersey City, specializes in industrial and textile chemicals distributed in the U. S. and abroad. A native of New York City, Mr. Berman was active in civic and philanthropic affairs. He was commissioner and treasurer of the Palisades Interstate Park Commission and a past president of Kiwanis International, interesting himself particularly in its work for underprivileged children. He was awarded an honorary degree of Doctor of Laws from John Marshall College, Jersey City, in 1945.

His survivors include his wife, Ruth; two daughters, Mrs. Richard Dexheimer of South Orange, N. J., and Miss Audrey Ruth Berman; and a brother, Dr. Hugo Berman of Metuchen, N. J. Mr. Berman resided with his family in Bayonne, N. J.

Luthy Back from Europe

Dr. Max Luthy, vice-president in charge of production and research of Givaudan-Delawanna, Inc. and its associate companies, Givaudan Flavors, Inc. and Sindar Corp., New York, returned recently from a three-month visit to Europe. While abroad, Dr. Luthy visited L. Givaudan & Cie., S.A., Vernier-Geneva, Switzerland, as well as the other associate companies of the world-wide Givaudan organization in Italy, France and England, for the discussion of mutual research and production problems.

Wins Schultes Trophy

C. Monroe Wiegand of Avon Products, Inc., New York, won the Martin F. Schultes Memorial Trophy with a net score of 68 at the final golf outing of the BIMS of New York, held at Wykagyl Country Club, New Rochelle. Mr. Schultes, one of the founders of the BIMS, was for many years until his death with Hewitt Soap Co. in New York.

Fred L. Hilbert Retires

Fred L. Hilbert, a veteran of some thirty years in the essential oil and allied chemical fields, retired from active service recently, it was announced by Fritzsche Brothers, Inc., New York. Mr. Hilbert was connected with Fritzsche throughout his career. Following an extended vacation, Mr. Hilbert plans to devote himself to his family's real estate and insurance brokerage interests.

Albert Albek in Merger

Albert Albek, Inc., Culver City, Calif., has merged its operations with those of Polak & Schwarz, Inc., New York, and will hereafter be known as Polak & Schwarz, Inc., West Coast Division, it was announced recently. The entire Albert Albek staff will remain in its present capacity. The local laboratory and manufacturing departments will function as heretofore.

Penick Elects Ridges

The election of Robert P. Ridges as vice-president in charge of finance of S. B. Penick Co., New York, was announced recently by S. B. Penick, Jr., president. Mr. Ridges formerly was vice-president and controller of Alexander Smith, Inc., Yonkers, N. Y., and had been associated with the company for 16 years in various capacities. A graduate of Northwestern University, he is a certified public accountant and also served in public accounting for a number of years.

Join D&O Sales Staff

Two additions to the sales staff of Dodge & Olcott, Inc., New York, have recently been announced. Jules

J. BAUER

J. GALLAGHER

Bauer has been appointed to the newly established post of coordinator of sales, and John W. Gallagher has joined the sales staff and will work out of the Chicago branch office.

Mr. Bauer, a Navy veteran of World War II, comes to D&O from Prentice-Hall Co., New York, where he was assistant vice-president and executive director of college sales. Previously he had been with General Electric Co. He is working closely with D&O vice-president, Charles O. Homan and Paul Sperry, sales manager.

Mr. Gallagher's background includes chemical research and sales. At the laboratory staff of Standard Oil Development Corp., he worked on the development of the Gasgel incendiary bomb for the Army. Later he spent four years during World War II in the Merchant Marine. Upon his return to civilian life he entered the University of Notre Dame, from which he was graduated with honors and received a degree in chemical engineering. Later, he was with Sinclair Refining Corp. and Sinclair Chemicals, Inc. With the latter firm he was engaged in market research, product development and sales. He is currently working for a master's degree in business at Rutgers University.

Conco Names Nelson

The appointment of R. E. Nelson as maintenance coordinator for Conco Chemical Co., Dallas, was announced recently by Howard Litel, assistant sales manager. Mr. Nelson, a specialist in the field of sanitation and building maintenance, is assisting customers to train their maintenance personnel in the Dallas area.

PQ SILICATES

BELONG IN YOUR DETERGENTS

FOR CORROSION PREVENTION

Try this test on a strip of aluminum. In a carbonate solution, notice the bubbles that form and after a few drops of PQ Silicate are added, how quickly this action stops. There is no further attack on aluminum.

A good detergent builder also must be an effective inhibitor. You get both from the use of PQ Silicates. They protect aluminum, copper, brass, zinc and enamel and glazes from attack by synthetic detergents, phosphates and other alkalies.

When may we discuss what good company PQ Silicates are for your household or industrial cleansers, soaps, detergents?

P.Q.® Silicates of Soda
METSO® DETERGENTS

Philadelphia Quartz Co.
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Rupert C. Watson Dies

Rupert C. Watson, sales manager of the aromatic chemicals and perfumes specialties department of

RUPERT C. WATSON

Rhodia, Inc., New York, died October 12. He had been identified with the perfuming materials industry since 1930. He began his career in the essential oils and allied industries with Ungerer & Co., New York, having previously been associated with *Drug and Chemical Markets* and the *Oil, Paint & Drug Reporter*. Following his association with Ungerer, where he had worked as a salesman and later sales manager, Mr. Watson joined Firmenich & Co., New York, later becoming resident partner and managing director. In 1947, he joined Fleuroma, Inc., New York, as sales manager, and subsequently was appointed a sales representative in the New York headquarters of Albert Verley & Co., Chicago. Earlier this year he was named to manage the re-established aromatics department of Rhodia, Inc., New York.

Promotes Larger Sizes

A promotion campaign designed to encourage consumers to buy giant-size packages of its products is being conducted by Colgate-Palmolive Co., Jersey City, N. J. Full-page, four-color advertisements in *Life* magazine and point-of-purchase material are being used in the campaign. The advertisements for "Colgate Dental Cream," "Lustre-Cream" shampoo, "Rapid Shave," "Halo" shampoo, "Lustre-Cream Lotion" shampoo, "Colgate" chlorophyll toothpaste, and the "Vaseline" hair tonic point out the savings, of from eight cents to $1.24, which can be realized by buying larger size package units. Point-of-purchase material features giant size products "As Advertised in Life."

Dodge & Olcott is 155

D & O News, house organ of Dodge & Olcott, Inc., New York, carries in its October issue a feature entitled "Cavalcade," which briefly outlines the firm's 155 year history. The firm started as a wholesale drug importer in 1798 and entered the manufacturing field in 1859. Since 1900, D & O has concentrated its efforts upon the manufacture of essential oils, aromatic chemicals and the compounding of flavors and perfume bases used by industrial consumers in the soap, perfume, cosmetic, industrial odorant and related manufacturing fields.

Travelers Aid Names Peet

Roy W. Peet, manager of the Association of American Soap and Glycerine Producers, New York, has accepted the chairmanship of the Soap Division in the campaign of the Travelers Aid Society, New York, to raise $364,000, it was announced recently.

Mona Has New Nonionic

A surface active agent of predominantly non-ionic character has recently been introduced by Mona Industries, Inc., Paterson, N. J., under the trade name "Monamine 3-89". This tallow fatty acids-amine condensate is recommended as a dispersing, emulsifying, and thickening agent for use in insecticidal sprays, dry cleaning soaps, cleaning fluids, and other fields. Further information and free samples are available.

J. L. Stevenson Named

Givaudan-Delawanna, Inc., New York, announced recently that James L. Stevenson has joined his father Ralph M. Stevenson in the representation of Givaudan and its associate companies in the Detroit area. The announcement was made by R. E. Horsey, vice-president in charge of sales.

Heads Wyandotte Research

Dr. William F. Waldeck has been advanced to the position of director of research and development by

DR. WILLIAM F. WALDECK

Wyandotte Chemicals Corp., Wyandotte, Mich., according to a recent announcement by Robert B. Semple, the company's president. Dr. Waldeck succeeds Dr. Thomas H. Vaughn, who becomes vice-president in charge of research and development of Colgate-Palmolive-Peet Co., Jersey City, N. J.

Before joining Wyandotte in 1939 Dr. Waldeck was acting research director for the Columbia Chemical Division of Pittsburgh Plate Glass Co. He has served Wyandotte as assistant director of technical service, assistant director of research and director of chemical research.

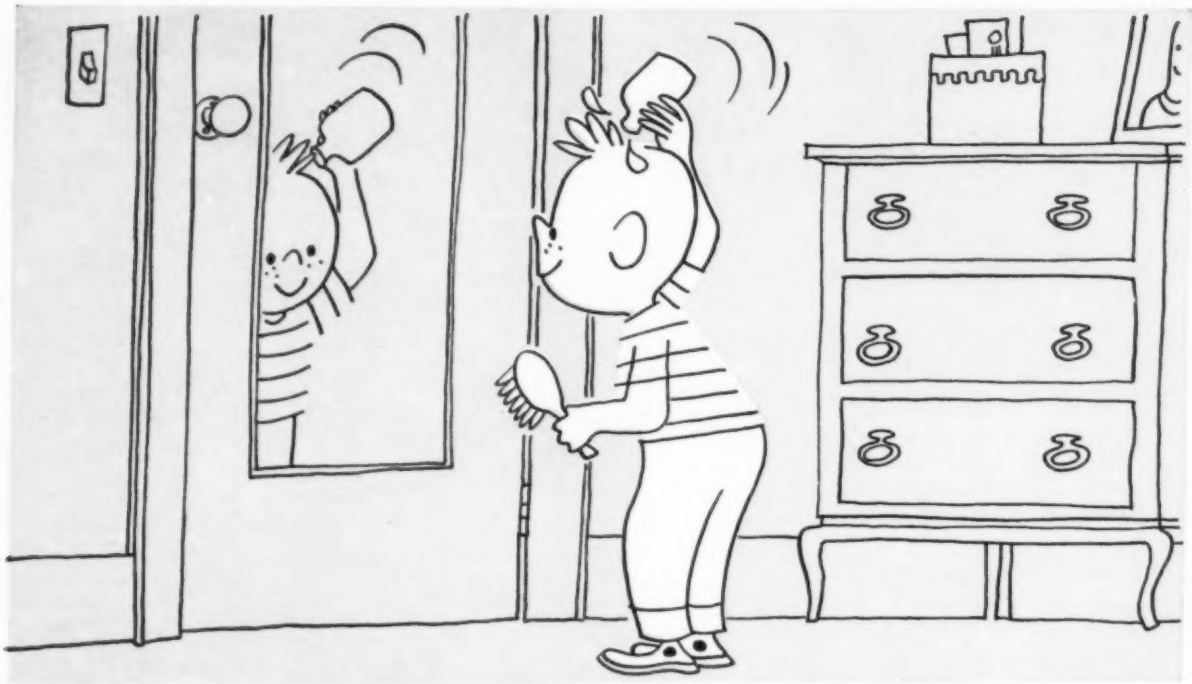
Emery Appoints Meinert

Emery Industries, Inc., Cincinnati, recently announced the appointment of Walter T. Meinert as assistant director of the development and service department. Mr. Meinert has been a member of this department for the past four years.

Florasynth Officers Return

Two executives of Florasynth Laboratories, Inc., New York, returned recently from a flying visit to 19 cities in Europe and the Middle-East. William Lakritz, president, and Joseph H. Fein, treasurer, brought back encouraging reports on progress in the production of perfuming materials although they found it still hampered by problems of equipment and facilities.

When a man's a lady's man



Norda helps

The fathers of many a little shaver owe quite a debt to Norda. Some of the most popular men's toiletries are made with Norda scents and odors.

The ladies, of course, have depended for years and years on cosmetic and beauty preparations made more alluring by Norda fragrances, shades, and colors. As you probably know, Norda research and achievements have made it possible for many leading makers of perfumes, colognes, lotions, lipsticks, powders—all cosmetics—to create some of their outstanding successes.

Norda makes good scents. Norda is known for that honest statement. *Norda was the first ever to talk sales scents with you.* So talk over your problems with Norda. Send for Norda samples and test them. Won't you do it today?

Norda

ESSENTIAL OIL & CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • SAN FRANCISCO • ST. PAUL • DALLAS • MONTREAL • TORONTO • HAVANA • LONDON • PARIS • GRASSE

Soapers' Course in Italy

A course for soapmakers and perfumers, the fifth of its kind, is being held in Milan, Italy, under the auspices of the authorities for public education. The course runs a full semester from October to June. Subjects covered include general chemistry; theoretical principles of the manufacture of soaps, detergents and cosmetics; economics of raw materials and methods of purchase; sanitizing properties of soaps and toiletries and their effects on the human skin, laboratory exercises in analytical procedure and interpretation for raw materials and finished products; utilization of by-products, and special instruction in soap plant installation, apparatus, and equipment. Visits to modern plants in Switzerland, France, and Germany are on the program.

Hooker Adds to Staff

Hooker Electrochemical Co., Niagara Falls, N. Y., has recently added three new members to its research and development staff. Dr. Blaine O. Schoepfle, who holds a Ph.D. degree from Case Institute, has been assigned to the plastics and resins group. Leopold A. Robiilard, who is a graduate of McGill University, Montreal, is with the pilot plant and development group. Dr. Samuel Gelfand, who has been assigned to the fluorine chemicals group, holds a B.S. degree from Harvard University and a Ph.D. degree from the University of Illinois.

Du Pont Line to Rhodia

The sale to Rhodia, Inc., New York, of its aromatics and compound business, serving the soap, cosmetic, perfume, and flavoring industries, was announced recently by the organic chemical department of E. I. du Pont de Nemours & Co., Wilmington, Del. Du Pont emphasized that the sale, effective Oct. 26, does not include "Alamask" industrial deodorants, for which new laboratory and production facilities will be provided at the firm's Chambers Works, Deepwater Point, N. J. The company had announced recently its decision to close down the aromatics plant at New Brunswick, N. J.

Rhodia, Inc., is an affiliate of Rhone-Poulenc of France. It will manufacture a broad line of aromatics and perfumes in the United States under

RAYMOND J. PICARD

the direction of French specialists, headed by Raymond J. Picard, president and treasurer. M. Picard has been with Rhone-Poulenc for 15 years. He came to the United States in 1945 and started Rhodia three years later. No break in service to the customers will occur during the transition period of changing ownership, according to Rhodia, and policies followed by du Pont will be carried on.

New Bush Canada Quarters

W. J. Bush & Co. (Canada) Ltd., Ville LaSalle, Quebec, has recently transferred its operations to new headquarters consisting of one building housing offices, laboratories, warehouse, and manufacturing facilities. The new unit incorporates the most modern principles of design and construction and employs color dynamics and shadow free lighting.

Dayton Oil Opens in N.Y.C.

An eastern branch office was opened recently in New York City by Dayton Oil Co., Dayton, O. Dan D. Downes has been appointed branch manager in charge of chemical specialties. Mr. Downes has been in the chemical field for over 30 years. Dayton will remain headquarters of the company whose officers are Louis S. King, president; Joseph C. Eismann, vice-president and treasurer; and Joseph G. Freeman, vice-president and director of research.

Colgate Enjoins Market

Colgate-Palmolive-Peet Co., Jersey City, N. J., recently secured a permanent injunction restraining Puglia's Super Market, New Orleans, La., from selling Colgate toilet goods below the minimum prices established under the Louisiana Fair Trade Act. The injunction was granted by the United States District Court in Louisiana. Among the products involved are "Colgate Dental Cream," "Halo" shampoo, and "Colgate" chlorophyll tooth paste.

Bulletin on Actamer

Technical and formulation data on "Actamer," a bacteriostat for incorporation in soaps and skin preparations, is summarized in technical bulletin No. ODB-53-12, published recently by the organic chemicals division of Monsanto Chemical Co., St. Louis, Mo. Detailed results of handwashing tests, comparing the antiseptic activities of "Actamer" in soap with those of hexachlorophene in the same medium are shown in graphs. *In vitro* tests of bacteriostatic and fungistatic activity against a wide range of microorganisms are reported in tables, and toxicological and dermatological information is supplied.

The bulletin offers suggestions for incorporating "Actamer" brand of bithionol in soaps, shampoos, shaving cream, and other specialties. A concentration of 1.5 to two percent, based on the anhydrous soap content, is recommended for toilet soaps, liquid soaps, and shampoos. Highest concentrations, from three to five percent, are recommended in surgical scrub soaps and special therapeutic preparations which must effect rapid degerming of the skin. A summary of the pertinent Federal regulations is included.

"Actamer" retains its bacteriostatic activity in the presence of organic vehicles and of the proteins and fats of the skin; is active in low concentrations; and its bacteriostatic activity persists long after application because it is strongly sorbed by skin and hair, thus resisting removal through washing with soap and water, according to the bulletin. "Actamer" inhibits resident skin bacteria which act on normally odorless components of perspiration to produce obnoxious odors.

Double your sales potential with detergent ALKANE

You have seen the rapid growth of detergents until today they account for 50% of consumer washing product sales. Leading soapers see an ever increasing share of the total market for detergents.

The future of your company may depend on your entering the detergent market now. And packaging detergents may be easier and less costly than you think.

(1) Oronite can now offer you Alkane—the basic raw material used in making the highest quality synthetic detergent products. It is available at a consistently low price to assure you a stable market price on your finished product. Actually, during the past seven years, there have been many price decreases on Alkane because of expanding production and improved technology. Oronite Alkane is available in assured supply from three strategically-located bulk terminals.

(2) To assist you in determining your manufacturing costs, Oronite's engineering service has a plant design to fit your needs, can suggest which present equipment can be utilized, can provide equipment prices, performance data, yields—complete technical information to put you in a profitable detergent business at a minimum investment.

ORONITE CHEMICAL COMPANY
THE NAME TO WATCH IN CHEMICALS

If you are interested in packaging detergents, or wish to see how economically you can convert your own operation, address an inquiry to any Oronite office. We will have a detergent engineer contact you.

"World's largest producer of synthetic detergent raw materials"

ORONITE CHEMICAL COMPANY

38 SANSOME ST., SAN FRANCISCO 4, CALIF. — STANDARD OIL BLDG., LOS ANGELES 15, CALIF.
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y. — 600 S. MICHIGAN AVENUE, CHICAGO 5, ILL.
MERCANTILE SECURITIES BLDG., DALLAS 1, TEXAS

Sales to Be Soapers Topic

"How to sell more . . . in '54" will be the theme of the 27th annual convention of the Association of American Soap & Glycerine Producers, to be held January 26, 27, and 28, 1954, at the Waldorf-Astoria Hotel, New York. The theme will be approached from three angles: What is new in cleanliness products? What is new in business trends? What is needed in sales strategy?

Divisional meetings dealing with glycerine, fatty acids, industrial and specialty soaps will be included in the program and will stress the analysis of user-requirements and better ways of meeting them, it was announced by Roy W. Peet, association manager. The annual banquet will be held Thursday, January 28.

The convention committee for the 1954 meeting includes: W. G. Werner, chairman, Procter & Gamble Co., Cincinnati; E. Brenn, Jr., Huntington Laboratories, Huntington, Ind.; R. S. Carmel, H. Kohnstamm & Co., New York; L. Flett, National Aniline Division, Allied Chemical & Dye Corp., New York; A. D. Fry, Fry Brothers Co., Cincinnati; K. E. Fulton, Beach Soap Co., Lawrence, Mass.; W. C. Hardesty, Acme-Hardesty Co., New York; I. W. Hoff, Colgate-Palmolive Co., Jersey City, N. J.; I. P. MacNair, MacNair-Dorland Co., New York, E. B. Osborn, Economics Laboratory, St. Paul; F. B. Patton, Armour & Co., Chicago; M. J. Roche, Lever Brothers Co., New York; H. G. Shelton, Antara Products, New York; and C. L. Weirich, C. B. Dolge Co., Westport, Conn.

Cowles Co. Is in Cayuga

The address of Cowles Co. is Cayuga, N. Y., and not Cleveland, O., as was erroneously stated in a news item in the September issue. Cowles Chemical Co. is located in Cleveland.

Wolcott Wyandotte V. P.

Election of Frank B. Wolcott as vice president in charge of manufacturing of Wyandotte Chemicals Corp., Wyandotte, Mich., was announced Oct. 29 by Robert B. Semple, president. Mr. Wolcott has been general manager of manufacturing of the company, which has chemical plants in Wyandotte, Mich., a limestone quarry at Alpena,

FRANK R. WOLCOTT

Mich., and other producing facilities in other sections of the U. S. He was in direct charge of the recently completed program of the company's plants.

A native of Cleveland, O., the 46-year-old production man obtained his engineering degree at Princeton University in 1930. He joined the New Jersey Zinc Company in Virginia and in 1933 was transferred to the Palmerton, Pa., subsequently becoming plant superintendent. He joined Wyandotte in January, 1951.

Mr. Wolcott served in the Armed Forces from April 1941, when he went on active duty as a captain, to December of 1945. He participated in the invasion of the Philippines and Okinawa as an artillery battalion commander and was decorated with the Bronze Star. He left the service as a colonel and holds that rank as a reserve officer.

National Milling Catalog

National Milling and Chemical Co., Philadelphia, recently published a new catalog listing its line of soaps, detergents, and cleaners. The book contains information of interest to anyone engaged in the janitor supplies, surface cleaners laundry products and restaurant fields.

MCA Comm. Appointments

Harry S. Ferguson, Allied Chemical & Dye Corp., has been named chairman of the public relations advisory committee of the Manufacturing Chemists' Association, Washington, D. C., according to a recent announcement by William C. Foster, president. The new chairman succeeds Harold Brayman, E. I. du Pont de Nemours & Co., who has served since the committee's inception.

The following were named to serve as new members: D. C. Carmichael, Diamond Alkali Co.; Montgomery R. Budd, Hercules Powder Co.; Robert L. Taylor, Mathieson Chemical Co.; Theodore Marvin, Michigan Chemical Corp.; and C. Stuart Hoagland of Interchemical Corp., replacing Henry Young of the same firm.

New Chase Aerosol Plant

Chase Products Co., Maywood, Ill., recently announced completion of a new aerosol filling plant in addition to the one now in operation. The new facilities, located on the Indiana Harbor Belt Line, provide 30,000 square feet of floor space free of posts and columns, so that the latest materials handling equipment may be used. The plant stands on a five-acre tract and has adequate motor truck facilities in addition to rail service.

New Chase aerosol plant

lady, make up your mind
It's a big decision . . . scientific "soap" has the lady in hot water. Which one is milder, more economical, safer, more effective? What'll it be—soap or synthetic detergent? Where'll she use it—dishes, laundering or general cleaning? One thing is sure, she'll get a good product whatever she buys.
There are bigger decisions to be made when you manufacture soap and synthetics. One concerns the purchasing of chemical raw materials. For quality and dependability, you'll find Mathieson *an outstanding source of chemicals* essential to soap manufacture and other chemical process industries.
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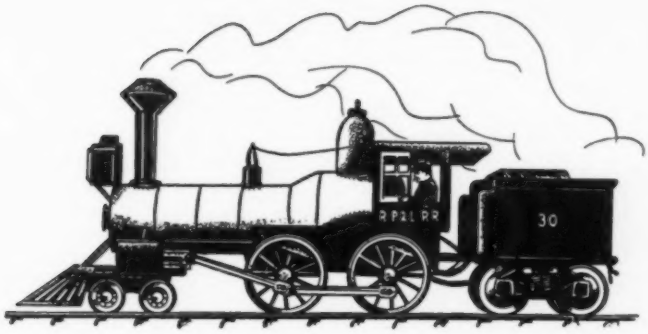
Mathieson Industrial Chemicals Division
Baltimore 3, Maryland
1697.

caustic soda • soda ash • liquid chlorine • sulphur • sulphuric acid • bicarbonate of soda • ammonia • sodium nitrate • nitric acid • hydrazine sodium methylate • sodium chlorite • hypochlorite products • dry ice and carbonic gas • ammonium sulphate • ethylene derivatives • methanol



Since the Days of the "Iron Horse . . ."

Soapers have depended on WH&C ... for Raw Materials of Quality

SINCE 1838, we've been supplying the nation's "soapers" with basic raw materials.

CHECK YOUR NEEDS FROM THIS LIST

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Babassu, Castor, Cocoanut, Corn, Cottonseed, Olive, Palm, Peanut, Sesame, Soybean

ANIMAL FATS

Sperm Oil, Oleo Stearine, Lard Oil, Neatsfoot Oil, Grease, Tallow, Lanolin

FATTY ACIDS

Red Oil, Tall Oil, Tallow
Stearic Acid
Hydrogenated Fatty Acid
Cottonseed and Soybean Fatty Acids

ALKALIES

Caustic Soda, Solid, Liquid, and Flake
Soda Ash, Light and Dense
Carbonate of Potash, calcined and hydrated
Calcium Chloride
Tri Sodium Phosphate
Tetra Pyro Phosphate
Quadrafos Granular and Beads—a stable polyphosphate for water conditioning and mild but effective detergency.

SILICATE OF SODA—Liquid powdered and solid.

METSO ANHYDROUS—Sodium Orthosilicate

META SILICATE—"Metso"* Granular.

METSO* DETERGENTS—*55, 66, 99.*

MAYPONS—Unique surface active agents; prolific foam; high detergency and emulsifying powders; suitable for cosmetic and industrial use.

AIR DRYETTES • CHLOROPHYLL

** Reg. U. S. Pat. Off., Philo. Quartz Co.*

Let us mix your dry private formulas

Established 1838

Welch, Holme & Clark Co., Inc.

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KRANICH

COSMETIC SOAPS...

Liquid Castile Soap Shampoo
Liquid Coconut Oil Soap Shampoo
Liquid Olive Oil Soap Shampoo
(50% Olive Oil Base)

MAINTENANCE POTASH SOAPS...

Liquid Toilet Soaps
40%, 30% and 20% Coconut Oil
Potash Vegetable Oil Soaps
Soft 40%; Hard 65%; Scrub 20%

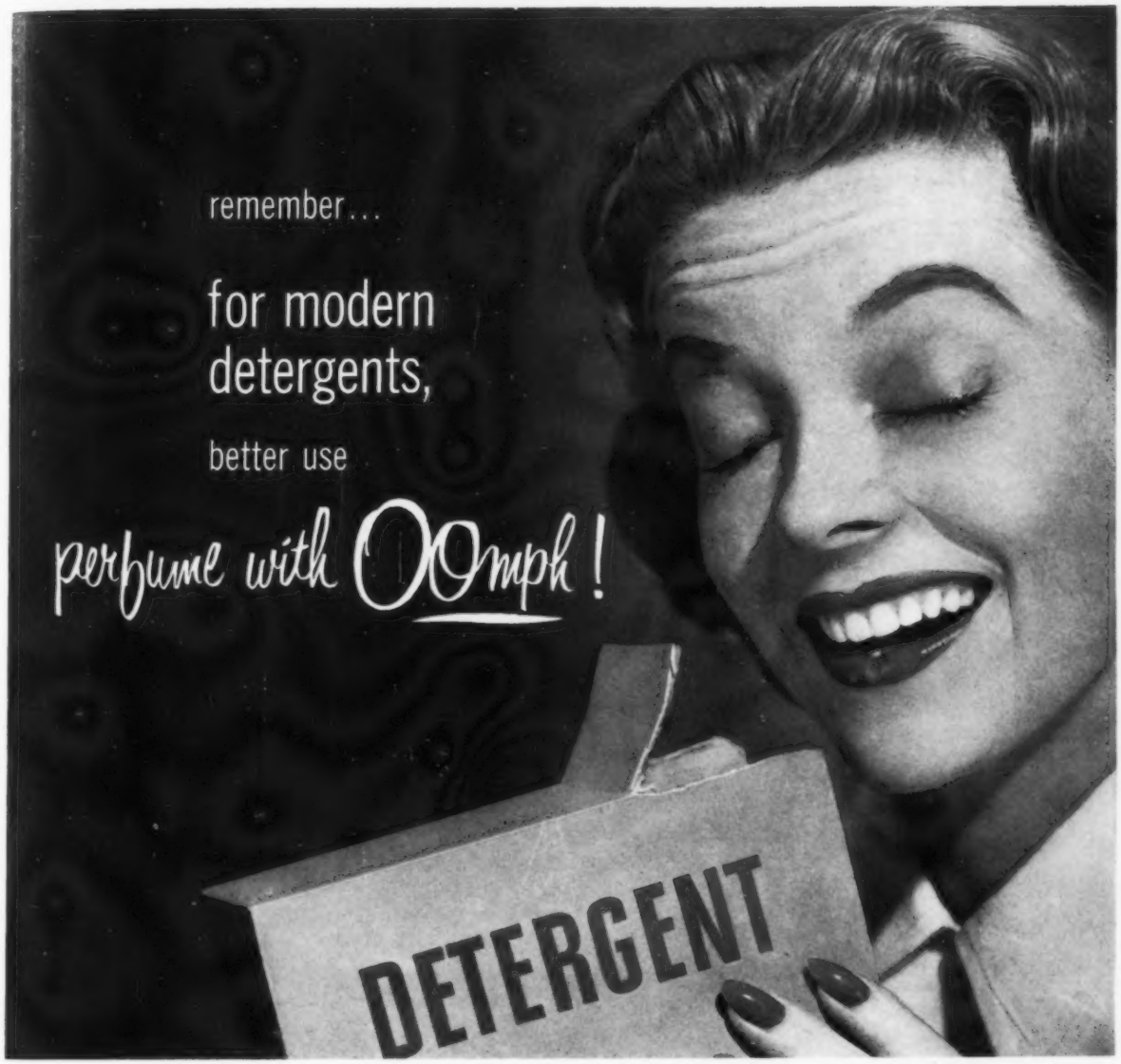
GENERAL INDUSTRIAL SOAPS...

Now, Kranich offers a full line of flake and granular soaps to the trade for resale to hospitals, hotels, institutions, etc. for laundering and general maintenance cleaning, and for converters. A flake or granular soap grade to meet every trade need. Ask us for further information and a copy of our new price list.

For 30 years, exclusively manufacturers of soap specialties for the jobber and converter.

Kranich Soap Company, Inc.
54 Richards Street Brooklyn 31, N. Y.

KRANICH SOAPS



Modern detergents present special scenting problems which have received careful technical attention from Felton Chemists.

Using ordinary oils to perfume a detergent is like sending a boy to do a man's job. As a result of applied research and innumerable tests with every type of detergent, Felton is able to offer the manufacturer highly dependable perfume oils that simply won't *whiten-out*.

AROMATICS • ESSENTIAL OILS • PERFUME BASES

FELTON CHEMICAL COMPANY, INC.

599 JOHNSON AVENUE, BROOKLYN 37, N. Y.

PLANTS: Brooklyn, N.Y. • Los Angeles, Cal. • Montreal, Que. • Versailles (S&O) France
SALES OFFICES: Atlanta • Boston • Chicago • Cleveland • Dallas • Philadelphia
St. Louis • Toronto
Stocks Carried in Principal Cities

Felton Detergent Perfumes have what it takes!

Tell us about your detergent product and its use; we will be very glad to send you suitable perfume samples.

FELTON CHEMICAL COMPANY, INC.
599 Johnson Ave., Bklyn. 37, N. Y.

Name.....

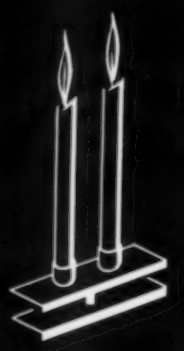
Position.....

Firm Name.....

Address.....

City.....Zone....State.....

A New Light on Stearic Acid



Candles burn cleaner when made with a Stearic Acid of low ash content. Century Brand Stearic has the lowest ash content of any on the market today. Careful selection of raw materials and care in processing make Century Brand Stearic Acid the best for candles.

Stearic Acid Esters are whiter when made with Century Brand Stearic Acids because of their exceptional heat stability. Glycerol Monostearates with colors of 5 Yellow and 1.0 Red (5¼" Lovibond) have been produced with Century 1220 Double Pressed Stearic Acid without bleaching.

Cosmetic creams and lotions stay lighter when made with Century Brand Supra Grade Stearic Acid. An iodine value of less than 1 combined with excellent stability make Century the top Stearic Acid for cosmetics.

For these and other uses there is a grade of Century Brand Stearic Acid to meet your requirements.

W. C. HARDESTY, CO., Inc.

Century Stearic Acid Products, Inc.

41 EAST 42nd STREET, NEW YORK 17, N. Y.
PLANT: DOVER, OHIO
In Canada: W. C. Hardesty Co. of Canada Ltd., Toronto

Bids and AWARDS

Misc. G.S.A. Awards

The General Services Administration, Washington, D. C., made the following awards in recent openings for miscellaneous supplies: liquid toilet soap, Crystal Soap & Chemical Co., Philadelphia, $2.95; liquid window cleaner, Trio Chemical Works, Inc., Brooklyn, 30 cents; automobile polish, J. A. Tumbler Laboratories, Baltimore, 76.5 cents, and insecticide, York Chemical Co., Brooklyn, N. Y., 25 cents.

Wax Award to Komo

Komo Manufacturing Co., Augusta, Ga., received the award on 7,700 gallons of water emulsion type floor wax in a recent opening by Camp Gordon, Ga. The Komo bid was 53.3 cents.

Dishwash Compound Award

Etsol Synthetic Products, Detroit, received the award on dishwashing compound in a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo., with a bid of 8.49 cents.

FSS Soap Award to P&G

The award on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo., went to Procter & Gamble Distributing Co., Cincinnati, with a bid of 4.95 cents.

FSS Liquid Soap Bids

Low bids on two items of liquid soap, in a recent opening for miscellaneous supplies by the Federal Supply Service, New York came from Trio Chemical Works, Inc., Brooklyn, and National Chemical Laboratory, Philadelphia. Trio was low with a bid of 55 cents on item one, 4,000 gallons of liquid soap, and on item two, 3,500 gallons of liquid soap, National submitted the low bid of 46 cents.

Low Deodorant Block Bid

Solvent Chemical Co., Malden, Mass., submitted the low bid of 5.5 cents on deodorant blocks in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C.

DDT Award to Trio

Trio Chemical Works, Brooklyn, N. Y., won the award on DDT in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C. Trio's bid was 81 cents.

Wax Award to Cornelius

Cornelius Products, Inc., New York, won the award on carnauba wax in a recent opening for miscellaneous supplies by the Ogden (U.) Arsenal. Ogden, U. The Cornelius bid for the total was $8,946.45.

FSS Grit Paste Bid

The Federal Supply Service included 18,000 pounds of grit paste detergent in a recent opening for miscellaneous supplies. Utility Co., New York, submitted the low bid of 5.56 cents.

Crystal Low Soap Bid

Crystal Soap & Chemical Co., Philadelphia, submitted the low bid of $14.24 on 125 55-gallon drums of liquid toilet soap in a recent opening for miscellaneous supplies by the Federal Supply Service, New York.

AF Insecticide Award

Spec-Kem Co., Chicago, received the award on 1,026 gallons of insecticide with a bid of $3.31 in a recent opening for miscellaneous supplies by MacDill Air Force Base, Fla.

Detergent Bid

In a recent opening for miscellaneous supplies by Federal Correctional Institution, La Tuna, Tex., Kelite Products Co., El Paso, submitted the low bid of 11 cents on 14,000 pounds of synthetic detergent.

Wax Award to Puritan

Puritan Chemical Co., Atlanta, Ga., won the award on 8,000 gallons of wax in a recent opening for miscellaneous supplies by the third Army Area, Fort Bragg, N. C. The Puritan bid was 57.4 cents per gallon.

Iowa Soap Wins Award

Iowa Soap Co., Burlington, Ia., won the award in a recent opening for powdered laundry soap by the Federal Supply Service, Washington, with a bid of 6.22 cents.

QM Shoe Polish Award

Fiebing Chemical Co., Milwaukee, won the award in a recent opening for 3,000 pounds of shoe polish by the Quartermaster Market Center, Oakland, Calif., with a bid of 67.5 cents.

Low Bid on Soap Powder

A low bid of 5.1 cents on 14,496 pounds of soap powder was submitted by Stevens Soap Corp., Brooklyn, N. Y., in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C.

Low Paint Cleaner Bid

The low bid of 5⅝ cents on 60,000 pounds of paint cleaner in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C., was submitted by Saprico, Inc., New Orleans.

Texo Acquires Magic Foam

Officials of Texo Corp., Norwood, Cincinnati, have purchased the local Magic Foam Sales Corp. assets and will produce and market "Magic Foam" rug and upholstery cleaner through the recently organized Household Products, Inc. Officers of Household include Don Bertke, president; Walter Bainum, vice-president; and Boris Sway, Charles Richman and J. DeBord, directors. Magic Foam is sold in small packages through grocery, drug and hardware jobbers.

Emulsol Shifts Bell

Emulsol Corp., Chicago, recently announced the transfer of Jack Bell from its research laboratory staff to its technical sales staff. Mr. Bell is handling industrial surfactants in the Chicago area, as well as general industrial, agricultural and food surfactants in Minnesota, Wisconsin and Northern Michigan.

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Solvent hand cleaners?

Then ask for our list of special covering odors.

Fresh pleasant fragrances designed to remove the sharp notes of the solvents.

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NEW Trade Marks

THE following trade marks were published in recent issues of the *Official Gazette* of the U. S. Patent Office in compliance with section 12(a) of the Trade Mark Act of 1946. Notice of opposition under section 13 may be filed within 30 days of publication in the *Gazette*. See rules 20.1 to 20.5. As provided by section 31 of the Act, a fee of $25 must accompany notice of opposition.

Cajon Wax—Duplicane Wax—Gramercy Wax—Technicane Wax—These for sugar cane wax for industrial purposes. Filed May 22, 1952, by S. C. Johnson & Son, Inc., doing business as Gramercy Cane Wax Plant, Racine, Wis. Claims use since February 28, 1952.

Aero-Zene — This for glass cleaning fluid. Filed February 29, 1952, by Edwards & Gravely Co., Martinsville, Va. Claims use since February 4, 1952.

Vew—This for window cleaning and polishing paste. Filed January 10, 1951 by Lifeguard Products, Ltd., London, England. Claims ownership of British registration number 687,-264, March 13, 1950.

Southern Brand—This for insecticides and fungicides. Filed March 24, 1953 by Insecticides Co., Nashville, Tenn. Claims use since February 24, 1953.

Perthane—This for insecticides, fungicides, and disinfectants. Filed April 7, 1953 by Rohm & Haas Co., Philadelphia. Claims use since on or about March 17, 1953.

Gulfspray—This for insecticides. Filed April 29, 1953 by Gulf Oil Corp., Pittsburgh, Pa. Claims use since on or about September 1, 1934.

Dynepal—This for composition of iodine plus polyethoxy polypropoxy ethanol, liquid and powder. Filed April 29, 1953 by West Disinfecting Co., Long Island City, N. Y. Claims use since June 11, 1952.

Pyrosect—This for liquid insecticide. Filed April 29, 1953 by West Disinfecting Co., Long Island City, N. Y. Claims use since April 1, 1953.

V-C Kleer—This for synthetic detergent powder. Filed September 5, 1951 by Virginia-Carolina Chemical Corp., Richmond, Va. Claims use since June 7, 1951.

Enzrust—This for concentrated heavy-duty cleaner, degreaser, etc. Filed August 6, 1952 by Burton S. Price, doing business as Enzrust Co., Newton, Mass. Claims use since April 4, 1951.

Linnea Chloro-Fluff Shampoo—This for liquid shampoo. Filed December 29, 1952 by Linnea Perfumes, Inc., Chicago. Claims use since June 11, 1952.

Consol—This for rust and scale remover. Filed January 2, 1953 by Inter-Coastal Paint Corp., East St. Louis, Ill. Claims use since January 1, 1926.

Wendy — This for shampoo. Filed March 17, 1953 by Procter & Gamble Co., Cincinnati. Claims use since February 10, 1953.

Better Brushes—This for metal cleaner and polish, silver polish, floor wax, and furniture polish. Filed December 13, 1952 by Better Brushes, Inc., Palmer, Mass. Claims use since January 1926.

Tetrine—This for ethylene diamine tetraacetic acid and salts thereof, used as sequestering agents. Filed October 31, 1952 by Glyco Products Co., Brooklyn, N. Y. Claims use since September 12, 1952.

Beautergent—This for sponge having a pouch therein containing a detergent cake and used for cleansing or bathing face and body. Filed September 18, 1951 by Charles F. J. Dupuy, doing business under the trade-name Beautergent Products, Allendale, N. J. Claims use since September 15, 1950.

"Start"—This for soap. Filed March 13, 1952 by Beaver Home Products Co., Camden, N. J. Claims use since September 10, 1951.

Mat-o-Wash — This for controlled suds washing compound especially for washing textiles in automatic washing machines. Filed March 19, 1952 by Buckeye Soda Co., Painesville, O. Claims use since March 3, 1952.

Sulframin AB—This for detergents and ingredients thereof. Filed December 4, 1952 by Ultra Chemical Works, Paterson, N. J. Claims use since March 28, 1947.

Dobotonne—This for soap. Filed December 15, 1952 by James A. McQuilkin doing business as Bon Bon Chemical Co., Philadelphia. Claims use since November 7, 1952.

Hy-Zax—This for toilet bowl sanitizer. Filed December 19, 1952 by Hysan Products Co., Chicago. Claims use since July 23, 1952.

Woodhue—This for soap. Filed December 30, 1952 by Faberge, Inc., New York. Claims use since September 1951.

Nu-Glo—This for self-polishing water emulsion floor wax. Filed March 16, 1951 by Mid-West Chemical Co., Kansas City, Kans. Claims use since February 9, 1951.

Success — This for floor wax, liquid or paste. Filed August 13, 1952 by Success Wax, Ltd., Quebec, Canada. Claims ownership of Canadian registration No. N.S. 13,784, dated April 10, 1940.

Flurocote — This for cleaning and polishing composition for automobiles and furniture. Filed October 10, 1952 by Livingstone Co., Woodbridge, Conn. Claims use since September 24, 1952.

Sulfocide—This for liquid, concentrated insecticides and fungicides. Filed June 27, 1952 by B. G. Pratt Co., Hackensack, N. J. Claims use since December 5, 1908.

Kleedis—This for deodorant and disinfectant air spray composition. Filed January 30, 1953 by Physicians and Hospitals Supply Co., doing business under the name of Ulmer Pharmacal Co., Minneapolis, Minn. Claims use since June 18, 1951.

Auto-Magic — This for liquid and powered automobile soap. Filed March 1, 1951 by Lien Chemical Co., Franklin Park, Ill. Claims use since April 5, 1949.

Baby Dot—This for soap. Filed September 21, 1951 by S. H. Kress and Co., New York Claims use since July 21, 1937.

Kaloderma — This for toilet soap. Filed June 2, 1952 by Karlsruher Parfumerie and Toileteseifenfabrik F. Wolfff & Sohn, G.m.b.H., Karlsruhe, Germany. Claims use since 1895 in Germany and since 1908 in commerce between the U. S. and Germany.

Oakite—This for general purpose cleansing and washing compound for personal, kitchen, household, laundry, garage, dairy, and industrial use. Filed June 2, 1952 by Oakite Products, New York. Claims use since May 15, 1952.

Fin-R—This for soap and scouring powder. Filed July 12, 1952 by Finnell System, Elkhardt, Ind. Claims use since June 13, 1952.

Dog-Gone Clean — This for liquid dog shampoo soap. Filed August 14, 1952 by Anderson-Peck Enterprises, Cincinnati. Claims use since June 1, 1951.

D-Y—This for paste cleaners, waterless cleaners, liquid cleaners, and liquid dry cleaners for hands, walls, woodwork, tiles, etc. Filed September 3, 1952 by Davies-Young Soap Co., Dayton, O. Claims use since August 15, 1931.

Prest-O-Wash—This for cleaning compound for automobile vehicles. Filed September 6, 1952 by Gateway Chemicals, Inc., Chicago. Claims use since December 18, 1948.

Gen-L-Kleen—This for waterless hand cleansing preparation. Filed September 16, 1952 by Claude E. Strickler Jr. doing business as Shiloh Manufacturing Co., York, Pa. Claims use since May 5, 1952.

Ovenew—This for alkali softening and detergent composition for removing burnt cooking grease, etc. Filed September 18, 1952 by Pacific Hygiene Products, Monrovia, Calif. Claims use since August 15, 1952.

BIG PROFIT OPPORTUNITY IN LIQUID DETERGENTS

STEPAN Complete Line of Liquid Detergent Bases Helps Soapers Cash-In

From heavy-duty floor cleaners to bubble bath specialties . . . from textile scouring compounds to milady's creme shampoos, there are Stepan liquid detergent bases and finished formulations available to help you develop your own product.

Included in the Stepan line of liquid detergent base materials are the new higher fatty alcohols and fatty alcohol sulfates important for superior detergency and mildness to the skin in such products as liquid dishwashing detergents, heavy-duty household detergents and other detergents in either liquid, solid, or flake form.

The completeness of the Stepan line of base materials makes it possible for you to select just exactly the correct ingredients for blending to your use and price requirements.

Why not let Stepan materials, facilities, and experience help you to capitalize on the big and growing liquid detergent market?

20.2% of the market in four years is the record for a liquid dishwashing detergent in one major city. It now outsells all other dishwashing products in that market. Synthetic detergents as a whole have captured better than 50% of the market, nationally. Stepan Chemical Company has a complete line of liquid detergent bases and finished formulations to help soapers profit from this growing market. Many of these base materials are also advantageous for use in solid, flake, or paste form detergents.

Liquid Alkyl Aryl Sulfonates

The Stepan line includes a variety of liquid alkyl aryl sulfonates offering economical sources of active ingredients and tailored to meet various price and end use requirements. Among these products and of special interest are DS-60 and DS-35 de-salted sodium alkyl aryl sulfonates. In addition to their uses as a liquid dishwashing detergent base, these products are ideal as bases for scrub soaps, dairy cleaning compounds, or any other cleaning compound which requires the combination of economy, superior detergency, and superior wetting action.

Non-Ionic Detergents and Foam Stabilizers

Stepan LDA, an alkylolamide, provides exceptional foam stability and is highly recommended for use in alkyl aryl sulfonate and fatty alcohol sulfate formulations where high foam stability is desired.

Amides—Stepan can also produce special amide type non-ionics to your own specifications. Our large production capacity may well effect important savings to you on products of this type.

Sulfated Alcohols

Lauryl Sulfates—An extremely wide range of sodium, ammonium, potassium, and triethanolamine lauryl sulfates are available for detergent and other uses. These are obtainable in paste, liquid, or powder forms and are unmatched for purity and uniformity.

Higher fatty alcohol sulfates—These new products in the Stepan line offer excellent detergency and the additional advantage of low de-fatting to the skin. They are ideal for use in shampoos, heavy-duty household detergents, and other detergents in liquid or solid form.

Savings Through Stepan Blending Service

The completeness of the Stepan line can also make possible consolidated raw material buying. This, in combination with Stepan's extensive blending facilities, can effect important savings for you. Carload total of less than carload ingredients, where suitable, can be blended at small additional cost and carload price savings effected on the individual items.

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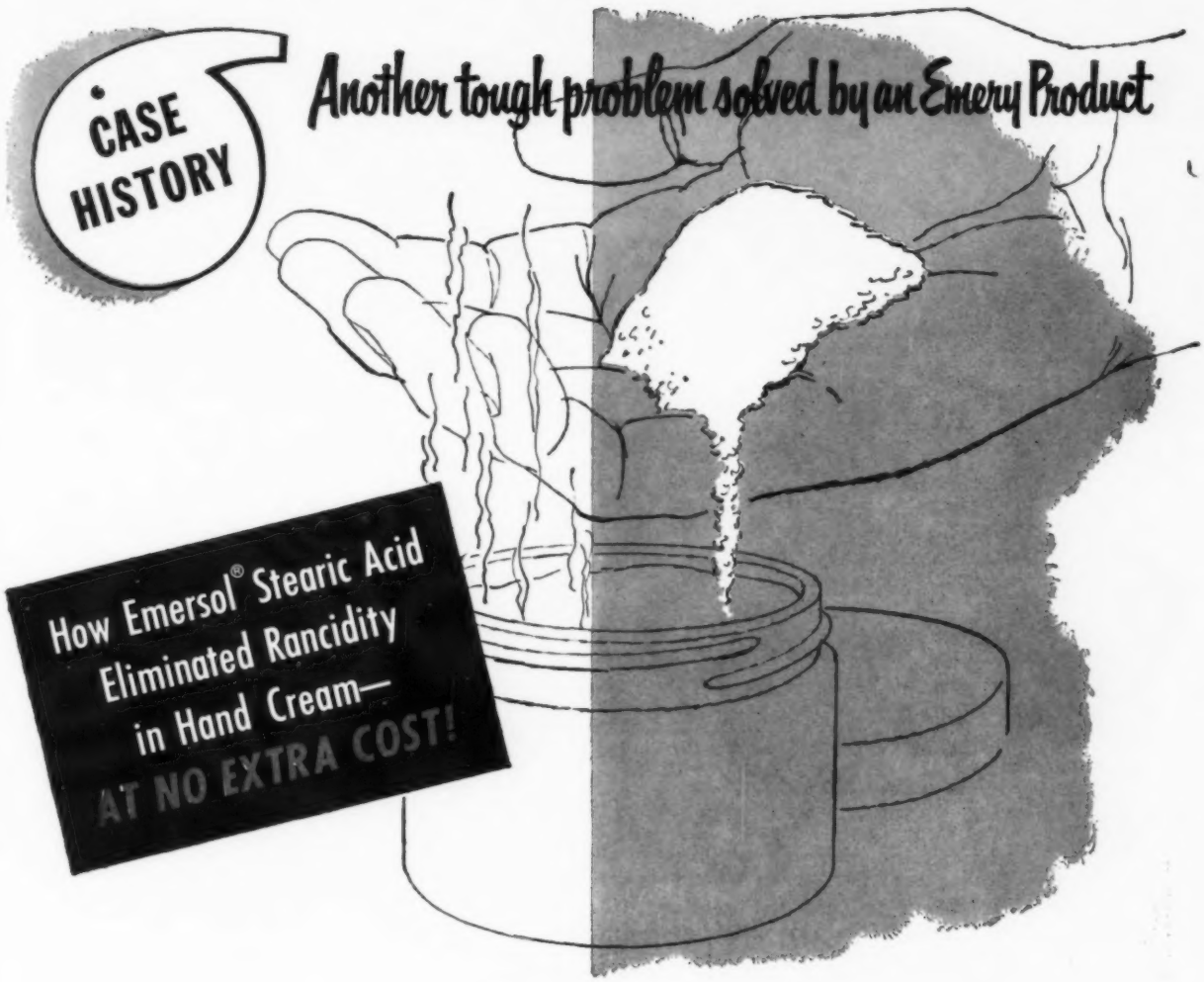
CASE HISTORY

Another tough problem solved by an Emery Product



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To have rancidity in cosmetics is unthinkable. That's why this manufacturer of hand cream changed from an ordinary triple-pressed stearic acid to Emersol 132 Lily Stearic Acid... to obtain maximum oxidation stability. Not only was his product fresher and sweeter from the first, but it stayed that way longer.

Because Emersol 132 costs no more than competitive triple-pressed grades, this increased shelf life, this extra sales appeal cost him nothing.

Whatever you make, cosmetics or entirely unrelated products, the resistance to rancidity of all Emersol Stearic Acids carries over to your finished product. This, coupled with the outstanding color stability and oxidation resistance inherent in Emersol Stearic Acids, will make your product better, stay better longer, and... easier to sell. Since they cost no more than ordinary grades, next time...everytime...it will pay you to buy Emersol Stearic Acids!

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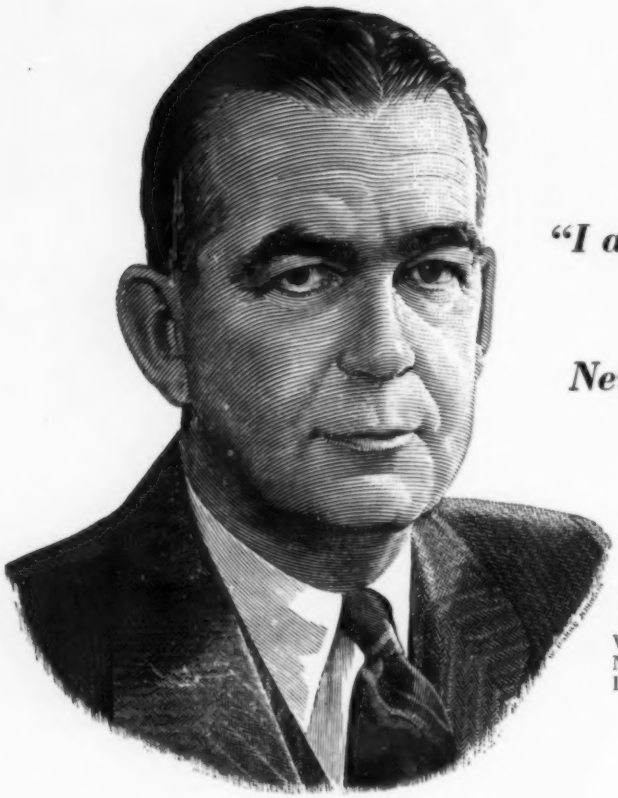
Emersol, a contraction of the words "Emery" and "Solvent", describes Emery's exclusive process of solvent separation of fatty acids. Of more significance, however, is its meaning in terms of product performance. Because of this unique process, the use of automatic controls and of corrosion-resistant metals throughout, Emersol Stearic and Oleic Acids are purer, more uniform, of "controlled" composition, and freer from metal contamination and other impurities that promote oxidation, rancidity and yellowing.

Because all these advantages reflect in finished products, to you, Emersol actually means better products ...products that stay better longer...products that sell easier.



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Why does Company A have an employee participation of 75% while Company B—about the same size, in the same industry, with the same wage scales—has less than 25% of its employees enrolled in the Payroll Savings Plan? Is it because the employees of Company B are not concerned about their future, have no interest in personal security?

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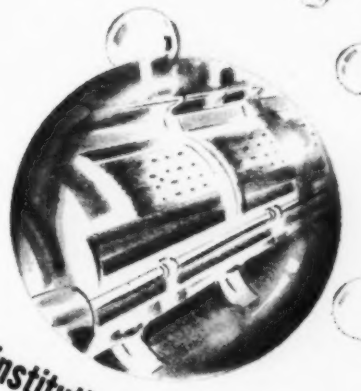

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ULTRA CHEMICAL WORKS, INC.

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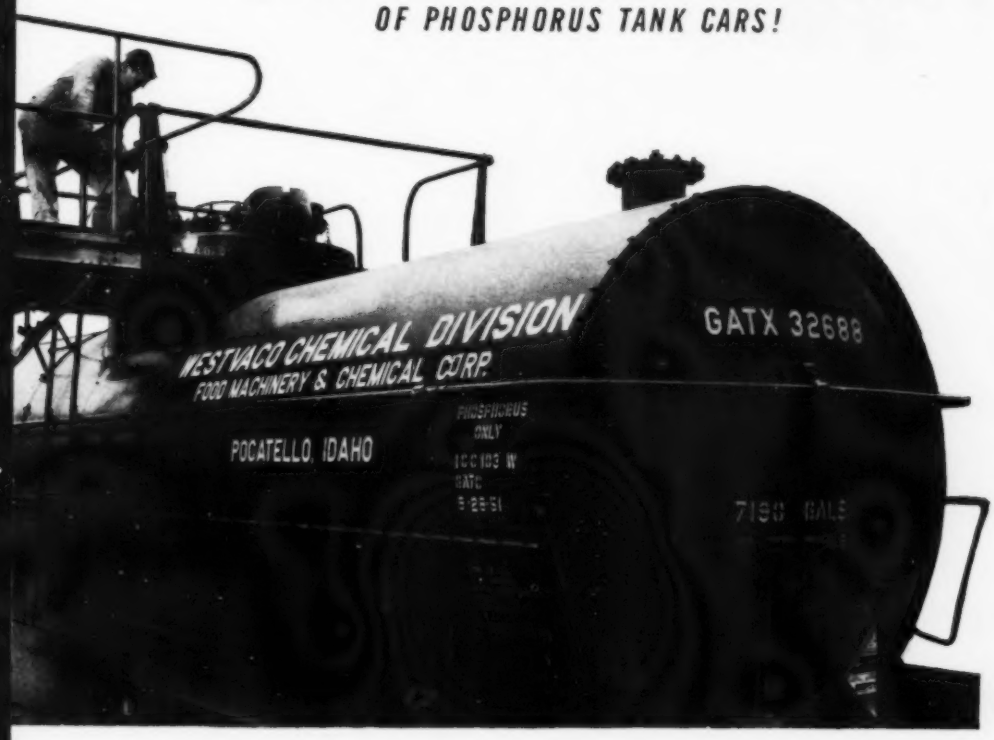

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A PRACTICAL 435-page book concerned primarily with the detergent compounds defining the various types of synthetics as to class, manufacture, application and processing. In addition to a thorough analysis of the manufacturing processes involved and a discussion of source and preparation of raw materials, the author also presents an adequate theoretical background on the fundamentals of surface activity and the relation of surface activity to detergency, emulsification, foaming, wetting and dispersion. This text will be of interest to all in the detergent field, including those concerned with the manufacture, packaging, application and processing of surfactants, as well as those supplying raw materials.

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These are the latest American books on soaps, detergents, chemical specialties, and sanitary products.

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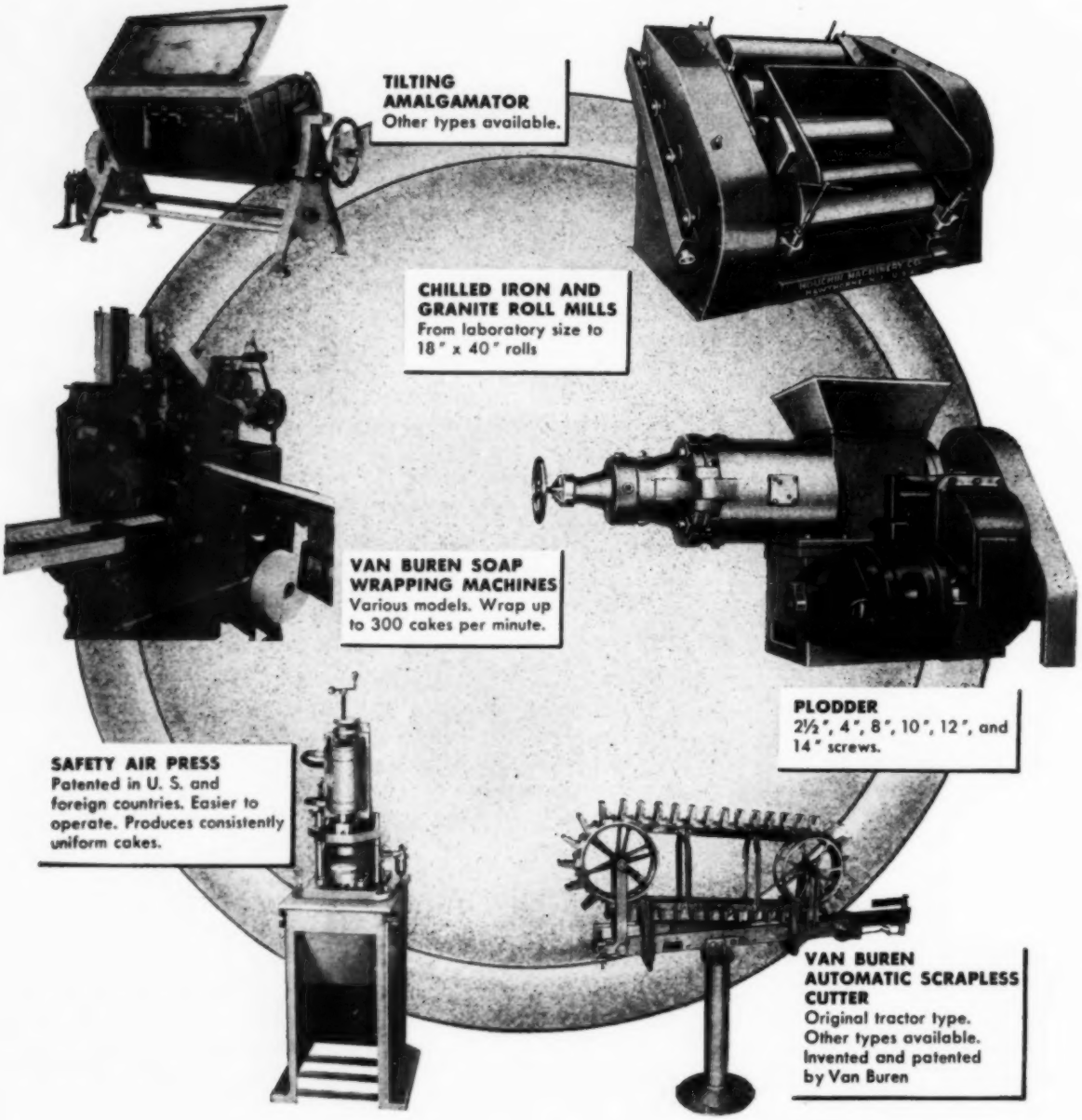

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Manufacturers of Soap Making Machinery Since 1840

Dialing Detergent Formulas

MUCH laboratory experimentation on surfactants must usually be done to build a new emulsion or detergent formula. A great deal of this has already been done and evaluated at the laboratories of Atlas Powder Co., Wilmington, Del. Now Atlas researchers have developed an instrument which makes the time-saving benefits of their experience readily available to industry.

The instrument, a pocket-size dial-type selector, offers formulators a precise surfactant recommendation for 96 different and specific formulation problems, condensed from all recent Atlas "formulary" literature. Printed on durable card stock, the device measures 10⅝ by 6¾ inches and is accompanied by full directions. The formulas chosen from Atlas literature for use on the new dial device are typical basic formulas. Therefore surfactant recommendations indicated by the device may be used as a guide in solving numerous other problems.

The new device is based on the well-known Atlas HLB (hydrophile-lipophile balance) system. In this system, each Atlas surfactant has been assigned an empirical number representing its HLB, i.e., its attraction for oil or water. Furthermore, the common applications of surfactants have also been assigned HLB numbers—for example, it has been found that all surfactants which are acceptable as detergents (in water) have an HLB value of 13 to 15, W/O emulsifiers have an HLB range of 3-5 etc. By matching HLB numbers of surfactants with those for various applications, one is able to considerably narrow the choice of surfactants for trial.

Twenty-two detergent applications specifically covered by the selector are:

textile wetting agent
emulsion metal cleaner
solvent metal cleaner
liquid hand cleaner
solid hand cleaner
alkaline dairy cleaner
acid dairy cleaner
shampoo
rug cleaner
floor cleaner
paint cleaner
auto wash comp.
spotting fluid
bottle washing comp.
solid dishwashing comp.
liquid dishwashing comp.
rayon scouring
cotton scouring
wool scouring
home laundering
commercial laundering
dry cleaning

Other surfactant applications covered on the twin dials include: cosmetics; pharmaceuticals; agricultural; textile and industrial (oil and wax emulsions, polishes, lubricants etc.).

Here's how the selector and the system would work for a detergent manufacturer who wanted to formulate, say a solid dishwashing compound. By turning the dial on the front to this application, he could read off that:

1. Non-ionic detergents are recommended—specifically either "Renex 25" or "Renex 20."
2. An HLB of approximately 13 is ideal for this application.
3. A detergent concentration of two to six percent is required.
4. Other key ingredients are alkalies.

For most applications, as in this case, the device indicates one specific surfactant. When a blend is recommended, the user can turn to the reverse side of the selector and calculate the percentage of each surfactant in the blend by means of a specially designed spiral calculating device.

Surfactants suitable for trial are not necessarily limited to those specifically recommended by the selector for any given formula. The user of the selector will notice many other surfactants used in similar types of formulas, and can easily determine which of these surfactants or blends can be used to arrive at the prescribed HLB for the application in question.

The user of the wheel device

New Atlas pocket size dial type selector which gives precise surfactant recommendations for 96 specific formulation problems.

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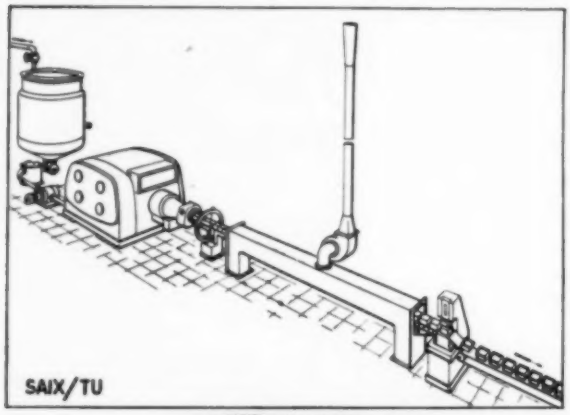
PATENTED Cooling Extruder Type SAIX for the continuous chilling and finishing of every kind of laundry soap, with 62%, 52% as well as with a T.F.M. content as low as 35%, either from full boiled kettle soap or from soap pads by a continuous process.

From the saponification (molten hot soap) to the finished bars (cold solid soap) in a single stage without any interruption or structural change. In this plant, completed by a preliminary evaporator of the molten hot soap, it is possible to manufacture 72-73% T.F.M., soaps with an opaque, translucent or transparent appearance. The soap is continuously formed in bars of every desired size or in pellets for further milling procedure.



SAIX/TU

In this plant it also is possible to manufacture conventional or transparent toilet soaps without any formation of hard spots.

Type SAIX/1c, capacity 400 ÷ 500 Kgrs.
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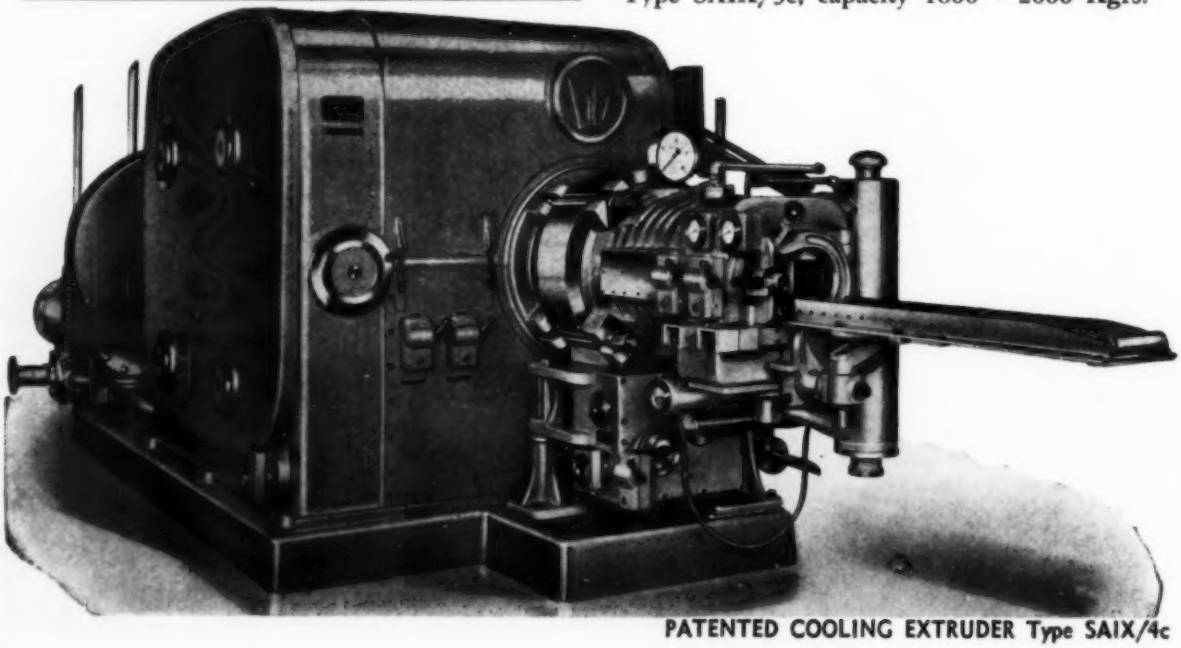


PATENTED COOLING EXTRUDER Type SAIX/4c

also has at his finger-tips a ready reference to Atlas surfactant recommendations, in effect a condensed catalog of surfactants and formulas. To obtain an HLB Surfactant Selector, write to Atlas Powder Company, Industrial Chemicals Department, Wilmington 99, Del.

Detergents in Industry

Detergents for industrial and commercial uses are featured in an illustrated article recently published in *The Chief*, house organ of Wyandotte Chemicals Corp., Wyandotte, Mich. The J. B. Ford division of Wyandotte makes detergents and other cleaning compounds for the automotive industry and for the railroads, for dairies, restaurants, institutions and the food processing industries. Commercial laundries and dry cleaning establishments are large consumers of these products. Syndets function as cleaners of metal surfaces before finishing operations, as wall cleaners and as general surface cleaners in many fields.

Low-Grade Fats for Soap

Odorless soap from low grade animal or vegetable oils and fats is made by a process comprising the treatment of the fatty acids of low-grade fats by the Twitchell splitting process with molten alkali at about 300° C. in the absence of water, at substantially atmospheric pressure and in the presence of about 40 percent of sperm oil or wool grease. The resulting soap is claimed to be of good quality, easily and completely soluble in water, to possess high detergent powers and to be free of unpleasant odor. British patents 696027 and 696050, 1953, A. Abbey, London for Cia. Industrial, Chile.

New Waterless Cleaner

A new waterless hand cleaner, said to be non-toxic and non-irritating, was announced recently by Hammons Products, Fort Wayne, Ind. The cleaner is claimed to clean quickly and effectively while reconditioning the skin with glycerine and lanolin. No greasy residue remains on the skin, according to the manufacturer, and the product remains stable under temperatures ranging from —67° F. to 250° F.

New "Filtrex" Process

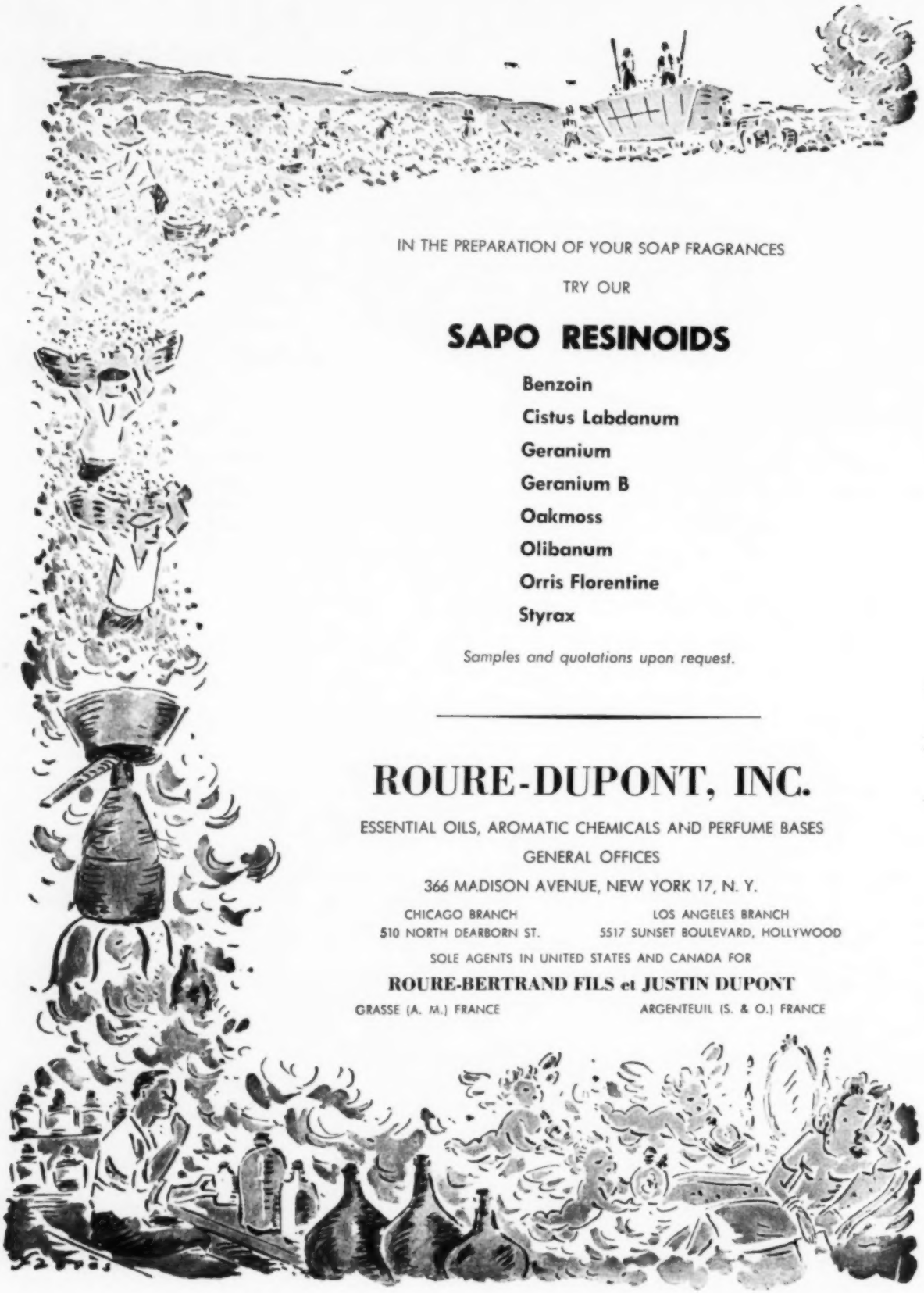
"FILTREX" direct solvent extraction process is described and illustrated with flowsheets in a brochure published recently by Wurster & Sanger, Chicago. In the process rolled vegetable seeds are transferred to the cooker, where they are moisturized and heated mildly under conditions designed to develop the desired porosity. The materials then pass to the aspirator conveyor, where evaporative cooling causes the particles to assume a granular, crisp condition. Following the cooling operation the material is conveyed to a breaker, which reduces any water balls formed during cooking. It is then screened, weighed and sent to the extractor. Cooking and crisping are said to be unique features of this process, producing stable, granular particles which are porous and which can be handled in standard equipment without disintegration.

The "Filtrex" process combines the steps of extraction, filtration and washing. The cooked and crisped material is slurried in the extractor with miscella using positive gentle agitation. The slurry leaving the extractor in a continuous stream is deposited on the horizontal rotary vacuum filter, where separation of miscella from meal is effected. An automatic feeding device insures even distribution of the slurry on the filter screen. The meal is discharged at a low solvent and oil content to the marc drier or desolventizer, which is constructed in sections similar to the cooker. Miscellas are allowed to drain into the miscella tank and are recycled for countercurrent stagewise washing. Automatic devices are provided for removal of spent meal. The filter screens are cleaned of entrapped particles by means of a blow-back system utilizing solvent vapors. The miscella tank is provided with overflow chambers and liquid level contollers to maintain correct solvent ratio and discharge rate of miscella to the oil and solvent recovery plant. The crude oil and solvent are recovered from the miscella by continuous evaporating and steam stripping. After leaving the evaporator the concentrated miscella is drawn into the flash chamber, heated, and the final traces of solvent removed in the stripper under high vacuum. The solvent-free crude oil is cooled and pumped to the storage tanks ready for shipment or further processing.

Air, ejector motive steam, stripper blowing steam, and solvent vapors are exhausted into the dephlegmator, where water at controlled temperatures condenses the major portion of the steam. The remaining vapors are condensed in the main condenser and collected in the solvent-water separator where the water is removed. The pure solvent is returned to the solvent receiver. Since all air exhaused carriers appreciable quantities of solvent in equilibrium, a refrigerated vent condenser is provided for its recovery. The solvent in the receiver is circulated back to the extraction system as required.

Flexibility of operation, easy changeover from one oil to another, economy in cost and space, and economical solvent recovery are among the advantages claimed for the "Filtrol" system.

Triangle Offers New Unit

"Elec-Tri-Pak" weighing units designed to handle dry products including soap and many other items are featured in a six-page illustrated brochure published recently by Triangle Package Machinery Co., Chicago. Single, double, and triple scale models with various types of feed and speeds can fill cartons, bags, cans or jars with weights ranging from a fraction of an ounce to five pounds. The material flows from the hopper onto two electrically vibrated parallel trays, one bulk feed tray, and one dribble feed tray. The bulk feed fills the weigh bucket to 80 percent of the load, then shuts off automatically. The dribble feed completes the filling process to reach the exact weight, then stops while the bucket is emptied. Economy, ease of operation, and flexibility are among the advantages claimed for these units.

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New Synthetic Rubber Soap Specs.

TWO new specifications covering potassium and sodium fatty acid soaps for use as emulsifiers in the polymerization of synthetic rubber were issued recently by the Reconstruction Finance Corporation, Washington, D. C. The new sodium soap specification is L.M. 2.3.0.5.1, superseding L.M. 2.3.0.5., L.M. 2.3.0.6, L.M.2.3.0.7 and L.M. 2.3.0. The potassium soap specification is L.M. 2.3.0.12.1, which supersedes L.M. 2.3.0.12. At the same time new specifications were issued for the preparation of soap samples for analysis and test methods.

The method of preparing a soap sample for analysis is covered by L.M. 2.3.0.11.1, which supersedes L.M. 2.3.0.11. Other new test methods and their specification numbers include: determination of moisture in soap (L.M. 2.3.6.1, superseding L.M. 2.3.6); determination of alcohol insoluble matter in soap (L.M. 2.3.7.2, superseding L.M. 2.3.7.1); determination of water insoluble matter in soap (L.M. 2.3.8.2, superseding L.M. 2.3.8.1); determination of sodium silicate in soap (L.M. 2.3.12.2, superseding L.M. 2.3.12.1); determination of copper and manganese in soap (L.M. 2.3.13.1, superseding L.M. 2.3.13); determination of iron in soap (L.M. 2.3.15.2, superseding L.M. 2.3.15); determination of unsaponifiable matter in soap (L.M. 2.3.18.2, superseding L.M. 2.3.18.1); and determination of potassium silicate in soap (L.M. 2.3.24.1, superseding L.M. 2.3.24).

Table I below shows the principal provisions of specification L.M. 2.3.0.5.1, covering sodium soaps of fatty acids:

Specification L.M. 2.3.0.12.1, covering potash soaps, contains the principal requirements shown in Table II below.

New Antara Catalog

A 36-page booklet of reference for the wool processor has been published recently by Antara Chemicals Division, General Dyestuff Corp., New York. The booklet lists textile chemical uses of the "Igepon" detergents and the "Igepals" detergents. Optical bleaches, organic sequestrants, soap additives, mildew and moth proofing agents are listed among many other Antara specialties. The products are grouped according to uses, and in each instance desirable percentages for the particular processing step are indicated. An alphabetical cross index of products briefly summarizes the information.

Technical Lauryl Sulfates

Technical grade lauryl sulfates, designated "Sipex" are now being marketed by American Alcolac Corp., Baltimore, it was announced recently. The series includes sodium, magnesium, potassium, ammonium, and mono-, di-, and triethanolamine salts.

Koppers Advances Webb

Koppers Co., Pittsburgh, Pa., advanced Dr. G. A. Webb to the position of assistant to the manager of the research department, according to a recent announcement by Dr. G. F. D'Alelio, vice-president and manager of the department.

Penn. Refining is 75

Pennsylvania Refining Co., Butler, Pa., recently published a 16-page illustrated brochure to commemorate the firm's 75th anniversary. An outline of the company's history precedes a brief description of present operations. Descriptions of thirteen basic "Penn-Drake" products are included.

Table I. Sodium Soaps

Specifications	Specification Limits	Test Methods
Moisture	10.0% max.	L.M. 2.3.6.1
The following limits are on the anhydrous basis:		
Polymerization test	Satisfactory	L.M. 2.0.3 or L.M. 2.0.1.3
Alcohol insoluble	2.5% max.	L.M. 2.3.7.2
Water insoluble	0.8% max.	L.M. 2.3.8.2
Unsaponifiable	1.5% max.	L.M. 2.3.18.2
Sodium silicate	0.5% min.	L.M. 2.3.12.2
Na_2O/SiO_2 ratio 1/3.25	1.0% max.	
Manganese	2 ppm max.	L.M. 2.3.13.1
Copper	10 ppm max.	L.M. 2.3.13.1
Iron	50 ppm max.	L.M. 2.3.15.2

Sodium soap of fatty acids shall be furnished in the form of solid chips, flakes or granules. No inhibitors shall be added except sodium silicate.

Table II. Potassium Soap

Specifications	Specification Limits	Test Methods
Moisture	10.0% max.	L.M. 2.3.6.1
The following limits are on the anhydrous basis:		
Polymerization test	Satisfactory	L.M. 2.0.3
Alcohol insoluble	2.5% max.	L.M. 2.3.7.2
Water insoluble	0.8% max.	L.M. 2.3.8.2
Unsaponifiable	1.5% max.	L.M. 2.3.18.2
Potassium silicate	0.56% min.	L.M. 2.3.24.1
K_2O/SiO_2 ratio 1/3.3	1.13% max.	
Manganese	2 ppm max.	L.M. 2.3.13.1
Copper	10 ppm max.	L.M. 2.3.13.1
Iron	50 ppm max.	L.M. 2.3.15.2

Potassium soaps of fatty acids shall be furnished in the form of solid chips, flakes or granules. No inhibitors shall be added except potassium silicate.

Zep

(*From Page* 41)

number of years. To do these jobs, the laboratory is equipped with the finest scientific equipment available.

With the leadership which it now has, and the high standards which it insists upon, it is not difficult to predict continued growth and expansion for Zep.

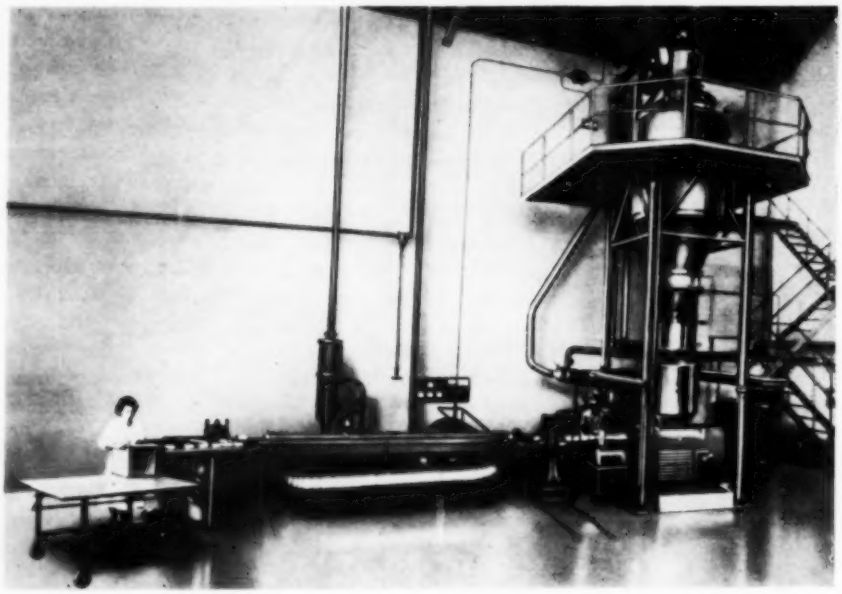
Letters

(*From Page* 33)

One point, however, on which all three groups agree is that vinyl, terrazzo and other floorings are worth-

MAZZONI
Continuous Soap Plants

save time, labor, steam, power, plant space



View of MAZZONI automatic vacuum soap equipment with a capacity of one ton of household soap per hour.

Advantages of the MAZZONI Process:

- Small plant space; only one operator needed.
- Saves 70% in steam, 50% labor, 40% electric power.
- Operates at low temperature, avoiding deterioration of soap.
- Vacuum process gives better toilet soaps. Deodorizing effect reduces perfume needs. Smoother, grit-free cakes which wash off evenly. Improved lathering. Automatic perfuming device included.
- Laundry soaps, pure or filled, ready for pressing and immediate packing without slabbing, cutting, etc.
- Suitable for adaptation in any soap factory, — a compact, low-cost vacuum process, continuous from neat soap to pressing and wrapping.
- Plants for outputs of half-ton, one ton, or two tons per hour.

For further detailed information, write to

G. MAZZONI, S. p. A.

Busto Arsizio, (Varese) Italy

Cable address: Cosmazzoni, Busto Arsizio

while but represent considerable investment and therefore should not be abused. At this juncture there is harmony, but the split occurs on the question of waxing or not waxing.

For thirty years I have been watching people and their floors. I have looked on, stunned, while the maintenance staffs of hospitals, industrial buildings, insurance companies, etc., cleaned their valuable floors with soaps, powders containing strong alkali, and even straight trisodium phosphate, which we in the trade call "dynamite," with no regard for the consequences. The immediate concern was getting the floor clean quickly. Any cleaning agent used on vinyl, terrazzo or marble floors ought not to contain any caustic alkali, oil, ammonia, silica or other harsh abrasives if the floors are not to be mistreated or caused to bleed.

Even when a floor is made so that it does not *need* to be waxed (in the opinion of manufacturer) it will always be subject to scratch marks, burns, etc. Further, it is agreed, that the part of floors on which traffic is heaviest will, in time, only faintly resemble adjacent portions of the same flooring subject to less wear. It is evident that a safe, thorough cleaner which leaves a gloss should be used on floors.

Such a dream cleaner would contain no alkali nor harm floor surfaces. It would be an improvement over detergents or strong alkali soaps which do clean but, because of their destructive action, at the expense of costly floors. Further, such a product would not only be an efficient cleaner, but would protect the floor as well and leave a sheen which could be buffed. Thus, both advocates of wax and no wax would be satisfied.

A wax for vinyl floors should wear for months without the need for re-waxing. In our opinion such a wax should be water, alcohol, urine and acid proof. A cleaner, such as the one described above, should be used on the floor since it will not affect the wax, yet remove dirt and leave a gloss. The "no-waxers" will be glad to know that such a product would—by itself—keep floors clean, while at the same time improve gloss. Furthermore, this ideal cleaner would make the floor more slip-resistant.

Carl Lamm, president,
Lamco Chemical Co.
Boston

Hexachlorophene vs. DCMX

Editor:

Under slightly different titles, Mr. W. Innes presented in the September issue of *Soap and Sanitary Chemicals* and in another publication (*Soap, Perfumery and Cosmetics, 26,* 898, September, 1953) an identically worded review of three recent papers (Gump and Cade, *Soap, 28,* 52, December 1952; Gump and Cade, *Manufacturing Chemist,* April 1953, p. 143; Lord and Parker, *Soap, Perfumery and Cosmetics, 26,* 463, May 1953) on hexachlorophene and D.C.M.X. as soap antiseptics. Wrong interpretations given to a number of our statements and those of other investigators and certain omissions induce us to make a short reply.

We are not in agreement with Mr. Innes' comments relative to some of the data on the *in-vitro* activity of the two compounds. However, as it is generally accepted that *in-vitro* tests are of little value in establishing the skin-degerming efficacy of an antiseptic preparation, we shall omit further discussions of the test tube findings and restrict our remarks to the *in-vivo* experiments.

Concerning the technique used, Mr. Innes can see no reason why Udinsky's method (*J. Med. Soc. New Jersey, 42,* 15, January 1945) or its "modification as used by Gemmell" (*Soap, Perfumery and Cosmetics, 26,* 1160, November 1952) should not be employed. While we have no particular liking for any swabbing method, it would seem to us that Udinsky's careful experiments, extended over a long period of time, have produced valid results. However, Gemmell's procedure of a single wash cannot be considered a modification of Udinsky's method, but is in fact a radical departure from it. The only part common to both techniques is the use of swabs to remove the bacteria from the skin. For greater accuracy, Udinsky made three successive swabbings, omitting the first, most irregular one, in his calculations, while Gemmell was satisfied with one, basing relative efficiency on the rate of "build-up" of the cutaneous flora during six hours following the single wash.

According to Mr. Innes, the assertion made by Lord and Parker that "hexachlorophene is the only soap germicide which, on continued use, markedly reduces the bacterial flora of the skin," is refuted by our own figures. To speak of hexachlorophene as the only soap germicide might not be justified as other bis-phenols of closely related chemical structure would show a similar degerming action. However, D.C.M.X. does not belong in this class and our data demonstrate it to be inferior to hexachlorophene. A comparison of the bacterial counts obtained on the fifteenth day of the handwashing tests does not prove anything. It must have been noted by Mr. Innes that the use of the test soaps was terminated on the twelfth day and that the sampling of the cutaneous bacteria was carried out on the afternoon of that day (see description of the experimental procedure in our paper in *Manufacturing Chemist*).

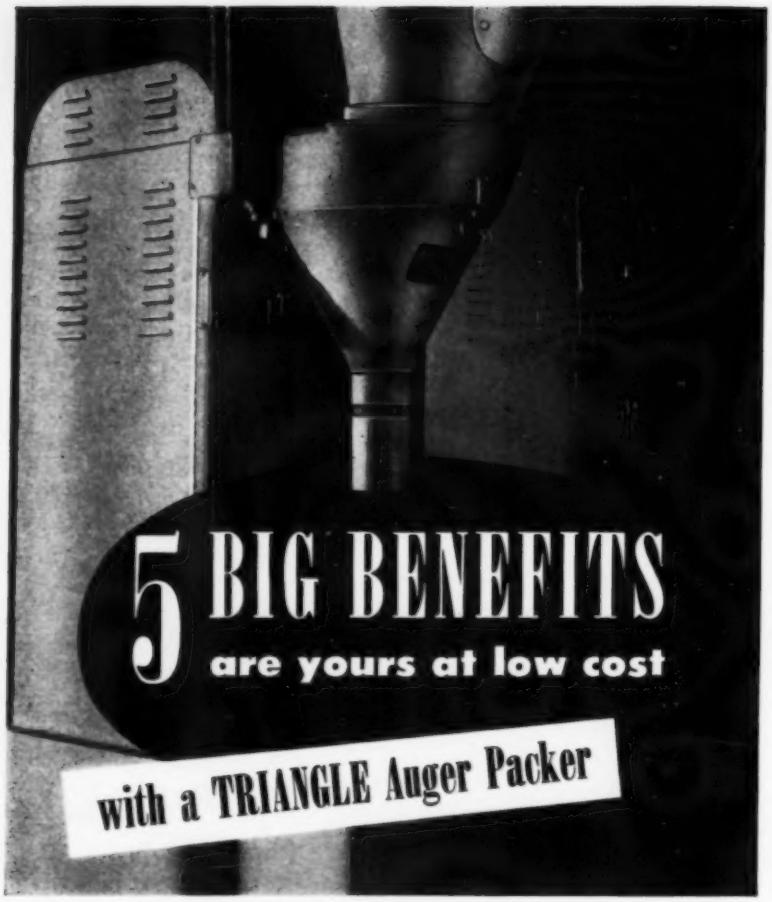
The counts of the twelfth day are repeated here and tabulated in the same manner as Mr. Innes had done for the fifteenth day; the greater activity of hexachlorophene is evident:

	Soap 12th day	
Basins	1 per cent Hexachlorophene	2 per cent D. C. M. X.
1	0.35	0.83
2	0.19	0.73
3	0.16	0.47
4	0.05	0.39
5	0.04	0.23

The figures are millions of bacteria per basin.

The counts of the fifteenth day show only the extent of the regeneration of the skin flora after the use of the antiseptic soaps had been ended and cannot be taken as criteria of the degerming capacity of the soaps.

Mr. Innes finally discusses the matter of the degerming effect of a single wash with an antiseptic soap, referring particularly to soaps containing hexachlorophene or D.C.M.X. In spite of the experimental evidence



For filling soap powders, insecticides, talcum, dehydrated products, other powders, look at these Auger Packer benefits.

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Actually, you can obtain a Triangle Model U-1 Auger Packer for as little as $500.00 cash—on Triangle's Pay-As-You-Package Plan. The total cost may be less than $2000.00.

This equipment is worth investigating. Do it now.

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presented by a number of investigators, showing that a single wash with hexachlorophene soaps has little effect, Mr. Innes does not agree with their and Lord and Parker's findings. Apparently, he considers Gemmell's data on the retarded build-up of the skin flora as sufficent proof that D.C.M.X. and hexachlorophene soaps reduce the cutaneous bacteria to a greater degree than ordinary soap, even if they are used only once.

We are of the definite opinion that both soaps fail to degerm satisfactorily by single applications and wish to cite, in support of our position, papers by Traub et al. (*Surg. Gynecol. Obstet., 79*, 205, August 1944; *Arch. Dermat. Syphilol., 52*, 385, November-December 1945), Price (*Ann. Surg., 134*, 476, September 1951), Price and Bennett (*Surgery 24*, 542, September 1948), Blank and Coolidge (*J. Invest. Dermat., 15*, 257, September 1950). These investigators, and other ones not mentioned here, have come to the same conclusion, namely that a single wash or scrub with hexachlorophene soap does not significantly lower the bacterial population of the skin.

Kraissl (*Plast. Reconstructive Surg. 5*, 471, June 1950) who had been referred to by Mr. Innes as showing the effectiveness of a single washing also recommends at least two applications for the preparation of a patient for surgery, one washing to be done the day before the operation and another one preoperatively. Furthermore, Kraissl's technique would not exclude the possibility of the carryover of hexachlorophene into the culture media and for that reason, his figures may represent only inhibition of the skin bacteria, but not their destruction.

It is thus evident that Mr. Innes' critique of recent papers on D.C.M.X. and hexachlorophene does not change the basic contentions that soaps containing hexachlorophene are more effective degerming agents than those with D.C.M.X., and that a test procedure based on a single wash cannot be relied on.

William S. Gump, Ph.D.
Arthur R. Cade, Ph.D.
Sindar Corp.
Delawanna, N. J.

PRODUCTION Clinic

By E. G. Thomssen, Ph.D.

A HIGH intensity mill offering a new method for the production of milled and granulated soaps is now being tested in the soap industry. The novel dispersion machine, trade-named "Filmill", is a product of Micro Processing Equipment Co., division of Continental Machinery Co., Savage, Minn. The company's vice-president in charge of research recently demonstrated the mill's special features to the author. Four experimental units are currently in actual full production in soap plants. Until full data on their performances are available the company does not intend to build any more in spite of the interest demonstrated by a number of soapers' representatives who had an opportunity to examine the "Filmill" at Savage.

The microprocessing unit consists essentially of a high pressure feed pump that handles solids, liquids or gases and forces the preformed materials through a close-fitting milling zone of considerable area at variable high speeds. The feed end of this milling zone slowly pre-forms such material as soap chips into two thin ribbons, which are quickly swept down between a closely fitting rotor and stator at high speed and controllable temperatures. An inter-cooler is provided between the feeder and the rotor, to remove any heat developed by preforming the ribbons during the shearing processing. Practically any amount of shear from 200 to 1200 feet per minute can be exerted on the ribbons. The finished product may be discharged as flakes of refined texture or as aerated granules. Pressures of up to 4000 psi and film thicknesses of from 0.002 to 0.020 inches may be produced. Expanding insert rings are used and no milling clearance adjustment is necessary in setting the clearance spaces.

Other features of the "Filmill" include coolant jackets surrounding all working surfaces. The mechanical forces used for feeding and shearing are hydro-statically balanced to permit closer milling clearances. The system is gas and liquid tight and segregation of non-homogeneous mixtures is prevented. Variable speed drives are provided for the feeder and the milling rotor. Power consumption is claimed to be one tenth that of ordinary roller type mills and extruders, while the feeding system is said to be over ten times as efficient as worm type extruders. The present cost of the mill is around $15,000. For stamping of bar soaps following processing by the "Filmill", the company recommends presses made by F. J. Stokes Machine Co., Philadelphia.

DR. THOMSSEN

Micro Processing Equipment, Inc., claims several desirable and unique physical properties for soap that has passed through the "Filmill":

1. Cakes of finished soap lather twice as well as conventional milled soap.

2. Because "Filmill" soap will not swell, crack or become pasty its service life is greatly extended. The bars wear down in a manner similar to hard candy dissolving in the mouth.

3. Soap milled in the "Filmill" is fifty times as hard as soap milled and plodded by most present day methods. This hardness permits the use of low titer fats and oils in making the soap base. There is no wasteful wearing away of the soap cake, and more emollients, such as lanolin, may be milled into the soap.

4. The finished bars have an extremely high gloss, resulting from improved physical properties.

5. Bars of ultramilled soap will stick or water-weld to other soap cakes. This enables the qualities of the new type soap to be compared with conventional milled soap.

In its literature the company makes no claims of superiority for soap flakes or granules produced by the "Filmill". It does, however, emphasize that the equipment readily handles soap chips, synthetic detergents, powders and pastes, with or without builders, with a moisture content of from two to 20 percent and of high viscosities. Special rotor groovings are needed to produce suitable granulations. Moisture can be controlled in the finished product or the material may be dried during the shearing. As the shear rate is increased, temperatures are raised.

There have been considerable improvements in soap making generally. However, few advancements have been made in toilet soap production. Sales of floating bar soap, soap beads and granules have been stimulated by improvements in appearance, solubility and, in the case of floating soaps, in smoother wear down. Eventually micro processing may replace the conventional production of milled toilet bars. Ironically, because soap resulting from this new process lasts longer, its appeal to manufacturers, whose soap sales volume is declining, may thereby be reduced. However, instances of an improved product not expanding a market are rare. A better toilet soap would give advertising copy writers and salesmen some real ammunition to counteract slumping soap sales.

Non-Ionic Detergent

ONYX OIL & CHEMICAL CO., Jersey City, N. J., has recently announced a new, effective, versatile, non-ionic detergent. "Neutronyx 600" is compatible with acids, alkalis, cationic or anionic wetting agents. Its action is not impaired by hard water. It may be used as an emulsifying agent for D.D.T., chlordane, as a detergent,

•TANCTYP...

A Better Soap Dispenser that works for YOU!

TANCTYP in busy washrooms, keeps customers happy and soap sales booming.

It's trim, smart and smiling — gleaming white enamel over heavy gauge steel body.

The tank holds 40 ounces, three times as much as the average dispenser—enough for thirty people over a busy month. 40 ounce capacity means less frequent fillings.

TANCTYP operates easily—200 times per ounce of soap. Can be installed by any handyman, in just a few minutes, on any washroom wall.

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PROMPT DELIVERY — on *all* Moore Soap Dispensers!

Our complete catalog sheet tells more about TANCTYP and other potential profitmakers. We'll be glad to send it, together with price and discount sheet, on request.

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ESTABLISHED 1915

NOV. 30 to DEC. 5

Meet and discuss your processing problems wtih leading technical men of the almost 500 progressive firms in this timely exhibit. Avail yourself of their talents and techniques. Get tailored solutions to your plant problems.

See and compare the newest equipment, from delicate instruments up to large industrial units.

One good idea alone will repay you for the time spent at this great exposition.

PLAN NOW TO ATTEND

COMMERCIAL MUSEUM and CONVENTION HALL

Application forms for hotel accomodations are available by writing to INTERNATIONAL EXPOSITION COMPANY, 480 LEXINGTON AVE., NEW YORK 17, N. Y.

especially for washing hard surfaces, and for cosmetics. A bulletin with full data is available upon written request.

Bag Packer

A BAG packer that gives better protection and faster packaging at lower costs is offered by Bagpack Division of International Paper Co., New York. This filler handles 15 bags per minute and is adjustable for bags having capacities of from 25 to 100 pounds. Mounted on casters, it may easily be moved about. The E.T. model employs the so-called "cushion stitcher" for use over dry tape for sift-proof closing; model E-1 is used when sift-proofing is not necessary.

Air Conveyor

THE Dracco "Airstream" conveyor is being used in many fields to convey powdered materials over considerable distances. With the conveyor, large quantities of powdered materials may be weighed and transported through an enclosed, dustproof system, which eliminates the danger of waste or contamination. The maker, Dracco Corp. of Cleveland, will furnish complete data on the system or send a copy of Bulletin 529, which covers the handling of bulk, powdered materials by air conveyor.

Tar Bases Booklet

A 96-PAGE brochure covering test methods, properties and uses of tar bases was issued recently by the Barrett Division of Allied Chemical & Dye Corp., New York. The work is of extreme value to chemists in various fields. Pesticides and metal cleaning operations are among the subjects discussed.

Improved Steel Drums

REPUBLIC STEEL CORP., Niles, O., specializes in several types of corrosion resistant steel drums. While "Enduro" stainless steel drums offer the greatest protection against corrosion, less expensive lacquer lined drums which resist the action of a broad range of chemicals are available. The company also manufactures galvanized and tin containers.

The U. S. Steel Products Division of U. S. Steel Corp., New York, has developed a drum cleaning process which assures complete freedom from contamination. In the process the drums are cleaned completely, mill scale is removed and a phosphate treatment is applied to inhibit rust and corrosion.

Concrete Coating

A NEW coating material which, it is claimed, gives to the interiors and exteriors of buildings the appearance of fresh concrete, is now available from Surface Coatings, Inc., Atlanta, Ga. The coating binds tightly to wood, glass, metal and old concrete surfaces, according to the maker.

Improved Carton Stitching

A NEW, accurate and more economical method of closing shipping cartons by wire stitching is now available from Acme Steel Co., Chicago. A folder describing the stitching carries a sample. By this process, lighter weight wire is first forced into an arc by the stitching machine. This results in greater strength with lighter gauge wire, better clinching, and tighter holds and makes each stitch easier to insert.

Pail Closures

FULL information on closures or seals bearing private designs for use on kits and pails is available from American Flange & Manufacturing Co., New York. These closures feature strength while pouring, easy opening, reversible pouring spout and tamper-proof seals that are crimped securely over the screw caps. Closures are available in either metal or polyethylene.

Waste Disposers

MOVABLE containers for all types of rubbish are available from Dempster Brothers, Knoxville, Tenn. The receptacles come in various sizes and designs and can handle solids, liquids and dusts. The firm willingly offers information and answers to questions dealing with problems of rubbish and waste disposal around plants.

Sprayer & Duster Manual

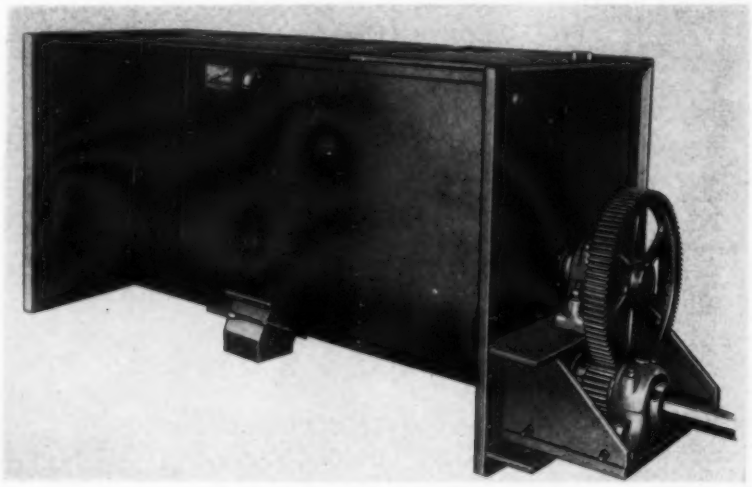
A 40-PAGE manual on sprayers and dusters may be had for one dollar from the National Sprayer and Duster Association, Board of Trade Building, Chicago. The booklet fully describes the correct duster or sprayer

---

New Marion Mixer

The addition of a new industrial mixer to its line of Marion Mixers was announced recently by Rapids Machinery Co., Marion, Ia. The new mixer is designed to handle both heavy dry and wet materials, and is available for immediate shipment in ton and ton and one-half sizes. This newest Marion Mixer features ¼ inch plate shell and ends, with a 2⅞ inch main shaft and a two inch counter shaft. Inside width of the ton and one-half unit is 42 inches; the inside length is 120 inches.

The mixing action is based on the continuous scooping, sweeping movement of mixer arms and blades. These are so spaced that they assure thorough mixing. A two-ton Marion Mixer is also available for mixing heavy dry material.



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Let the imagination and skill of Perry Brothers' master chemists formulate the particular fragrance that will enhance your product.
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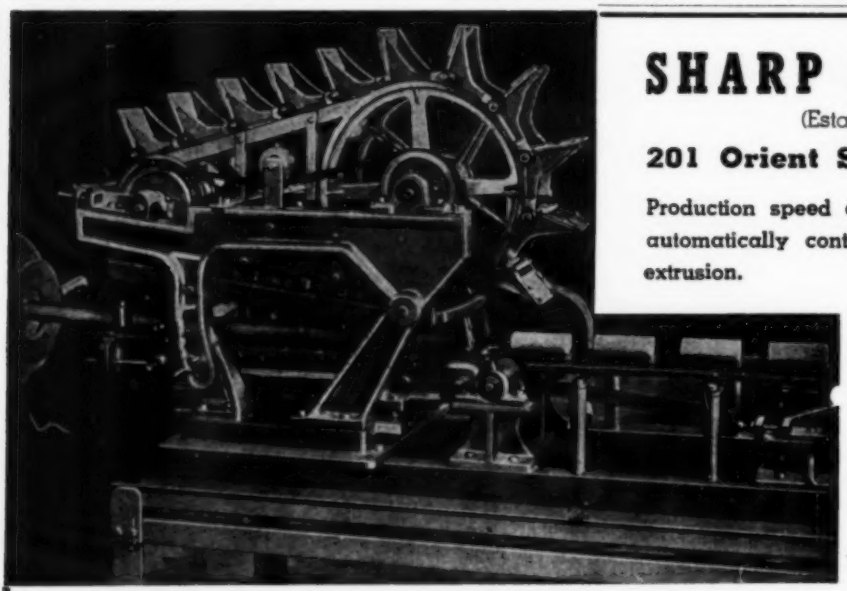

SHARP BROTHERS

(Established 1914)

201 Orient St., Bayonne, N. J.

Production speed of this continuous cutter is automatically controlled by the rate of the extrusion.

All cuts are clean and accurate.

Eliminates all scrap.

Easily adjusted to cut any size bar up to 5 lbs.

Will operate efficiently with any plastic material.

Adjustable — Continuous

SOAP CUTTERS*

Operated by Extruded Bar

Send for descriptive literature.

* Patent Pending

to use in the application of insecticides, weed killers and other chemical specialties.

Reilly Chemical Index

The latest edition of the *Reilly Chemical Index,* which contains information on 60 chemical compounds, was published recently by Reilly Tar & Chemical Corp., Indianapolis. New compounds available for the first time are listed in the booklet, which is indexed both alphabetically and by class (acetylenic alcohols, fused ring heterocycles, hydrocarbons, phenol and substituted phenols, pyridine, and pyridine derivatives). The *Index,* which is available from the main office at 1615 Merchants Bank Bldg., Indianapolis 4, Ind., also contains a complete list of the 15 plants and 20 sales offices of Reilly Tar & Chemical Corp.

Antara Igepon Booklet

Basic product information on the complete line of "Igepon" synthetic surface active agents produced by the Antara Chemicals Division of General Dyestuff Corp., New York, is contained in a new booklet, just announced by the company. There are six types of "Igepons" in the Antara product line. They are formed by chemical reaction of a fatty acid with an organic sulfonate. The chemical derivation of these surfactants is illustrated schematically in the 24-page booklet. Other sections describe composition and form; functional properties; and uses and applications. A summary of applications by industry and product is included in tabular form. Other tables give data on chemical composition, physical properties, surface activity in pure water and solubility. A list of reading references is also included in the booklet, which is available free by writing Antara at 435 Hudson St., New York 14, N. Y.

New Pail Handling Aid

A new hand truck which enables one man to pick up, transport, and stack, five-5-gallon pails in one operation, was announced recently by Palmer Supplies Co., 8905 Lake Ave., Cleveland. Named the "Pailtrucker," the hand truck is designed especially for handling straight-side or flare-type five-gallon pails. Cans can be removed from tightly-packed rows and restacked

New "Pailtrucker" of Palmer Supplies

quickly in limited areas. A slip-proof device lifts the pails from the side, thus avoiding denting or marring of the containers.

Construction is of fabricated steel tubing for easy maneuverability. Specifications are: over-all length, 56″; over-all width, 21″; capacity, 500 lbs; wheel diameter, 10 x 2.75″ and shipping weight, 48 lbs.

Two models are available, Model S for straight-side pails and Model F for flare-type pails.

New C-P-P Conveyor Unit

The longest structural steel truss ever shipped by rail from Cleveland as a complete unit, arrived safely at the Colgate - Palmolive - Peet Co. Jersey City manufacturing plant recently after an eight-day, 612 mile trip. The 135 foot span truss is to become part of a new conveyor system which will connect several multi-story buildings at the Colgate - Palmolive - Peet Co. plant. It was fabricated in one piece in the Cleveland plant of Austin Co., because of lack of sufficient space at the site in Jersey City to permit partial assembly on the ground. Other units for the extensive conveyor system are now being fabricated by Austin Co. but these will involve no unusual shipping problem. The conveyor when installed will be located at heights of 60 to 80 feet above the ground.

New Emulsol Bulletin

A technical bulletin (No. 38) containing up to date information on Emcol H-50A, described as an aliphatic hydrocarbon emulsifier for emulsion degreasing, fuel oil desludging, agricultural spray oils and other applications was announced recently by Emulsol Corp., Chicago. Copies of the bulletin are available from Emulsol representatives or from the home office at 59 E. Madison St., Chicago 3.

New Sulfonation Bulletin

Procedures for the manufacture of surface active agents by sulfonation of alkyl benzene are contained in technical bulletin P-148, recently issued by Monsanto Chemical Co., St. Louis.

Batch type manufacturing procedures are outlined for the production of alkyl aryl sulfonates ranging from 40 to 88 per cent active. The sulfonates may be modified with inorganic phosphates to obtain desired end-property results. Analytical procedures for the usual general property tests are also included in the bulletin.

Monsanto's alkyl benzene is a refined dodecyl benzene specifically designed as a raw material in the manufacture of surface active agents, and is equally effective in the continuous sulfonation process not described in this leaflet.

The bulletin and more detailed information on batch and continuous sulfonation processes may be obtained from the company's phosphate division.

Sequestrene Survey

Alrose Chemical Co., Providence, R. I., recently published a 1952 bibliography on "Sequestrene." This is the second bibliography compiled by the company on its brand of ethylenediamine tetraacetic acid.

New Glass Cleaner Tissues

Carhoff Co., Cleveland, recently introduced a new line of chemically treated cleaning tissues for eye glasses, goggles, windshields, etc. to be marketed under the trade name "No-Fog". The large size tissues, which are designed for cleaning either glass or plastic, can also be used for glass in welders' head and hand shields, etc.

!!! ATTENTION !!!

ALL DETERGENT BUYERS
OFFERING OF SURPLUS LOT

60 lb. Bags .....5¢ per lb.
90 lb. Drums .....6¢ per lb.
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SYNTHETIC DETERGENT
(Sulfonate Coco Mono Glyceride)

We are offering for immediate sale a synthetic detergent originally manufactured by a leading soap company. This material has been recently discontinued and as a result we have been able to purchase the entire lot.

This detergent is in dense bead form manufactured from Coconut Oil and Glycerine, with an activity of approximately 35%. In use now with a hundred concerns from converters to bubble bath packers.

Valuable for the following uses:

- →Car Wash
- →Carpet Cleaning
- →Scouring Cleansers
- →Animal Soap Wash
- →Dishwashing Compounding
- →Hand Cleansers
- →Bubble Bath
- →Insecticidal Compounding
- →Laundry Compounding
- →Mechanics Hand Cleaners
- →Wool Scouring
- →General Purpose Cleaners

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the first and only proven, effective and non-irritating antiseptic chemical for soaps

Are you taking advantage of the tremendous opportunities G-11 offers for new sales? Its germicidal, antiseptic and deodorizing effectiveness has been proved by years of successful use in many leading brands of soaps and detergents. The market for products containing G-11 is constantly growing—and virtually unlimited!

***G-11 is now being used successfully in*... liquid and bar soaps · powder soaps · waterless hand cleansers · paste soaps · synthetic detergents**

A bulletin will be sent on request.

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Hexachlorophene is a development of Sindar Research Laboratories

Products and PROCESSES

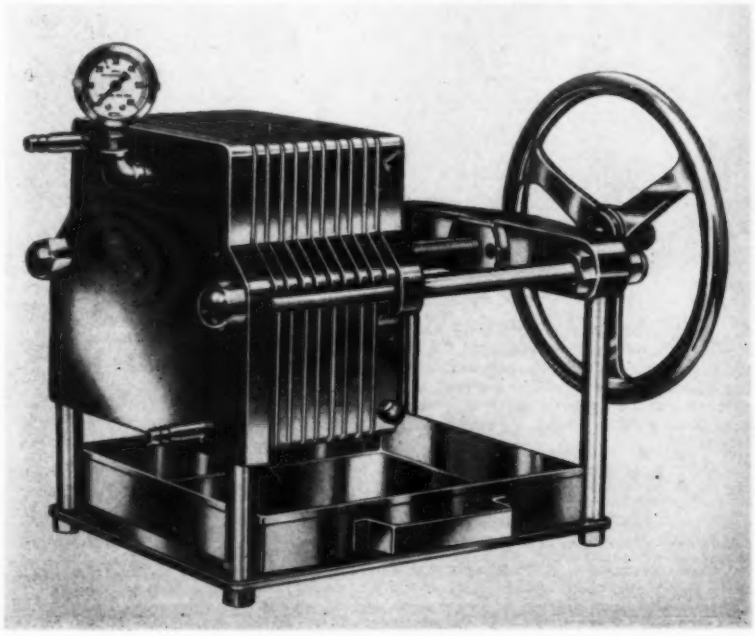
Soap as Decontaminant

Hard white Windsor soap is most effective for cleansing the hands from contamination with radioactive residues in a greasy base. Liquid soap and three proprietary cleansers were found to be of some value while wood flour was most effective in removing dry contaminants. Sodium citrate and potassium permanganate, while considered industrially impracticable for the purpose, are worthy of further consideration in practice for special washes of hands showing persistent contamination. The above findings represent results of tests carried out by J. Gregory of the Springfields Atomic Energy Factory, Preston, England. They were reported in the *British Journal of Industrial Medicine*, 1953, 10, (1), 32.

New Ertel Filter

Ertel Engineering Corp., Kingston, N. Y., recently introduced a new filter "Model 8-ESS" designed for pyrogen and bacterial retentive work. The unit, which is available in stainless steel, lucite, or a combination of both, is said to be suitable also for filtration of perfumes, essential oils, and various chemicals. "Model 8-ESS" provides for double filtration for pyrogen work and includes a stone fiber eliminator. Four-inch and eight-inch models are offered for use in laboratories and production.

New filter for pyrogen and bacterial retentive work.



Sulfonation of Alcohols

A procedure for co-sulfonation of fatty alcohols with dodecylbenzene is outlined as follows: 100 parts of dodecylbenzene are sulfonated with 133 parts of 20 per cent oleum over a period of 45 minutes at 75 to 80°F. To this is added 110 parts of "Makanol No. 84" fatty alcohol at about 125°F and the mixture aged with agitation at 85 to 90°F for two hours. The total sulfonation mass is then neutralized by slowly adding to a solution of 185 parts of 50 per cent NaOH and 450 parts of water. The temperature of neutralization is held below 120°F. The resulting paste has the following approximate composition:

	percent
Water	57
Active	29
Sodium sulfate	10
Unsulfonated	4

The active ingredient is composed of sulfonate and sulfate in the ratio of 50 parts sodium dodecylbenzene sulfonate, 33 parts sodium tallow alcohol sulfate, and 17 parts sodium lauryl sulfate. The unsulfonated content of the slurry is essentially free fatty alcohol. The above procedure is suggested by Stepan Chemical Co., Chicago, who will supply further information.

Versatile Laundry Soap

A household laundering composition is made by mixing a synthetic detergent, prepared by condensing a phenol, cresol or xylenol with ethylene oxide, with a builder comprising disodium pyrophosphate and/or tetrasodium pyrophosphate in an amount of 25-300 percent by weight (calculated as the anhydrous sal or salts) of the weight of the synthetic detergent, and, if necessary, with an organic buffer. The final mixture yields a solution of pH 6.5-8.5, when diluted with 100 times its weight of water. Such a cleaning composition is said to exert a strong detergent effect on woolens at 50° C. and on cotton goods at or near the boiling point, to be substantially neutral in use, and to avoid harmful effects due to alkalinity. British patent 690031/032, 1953, British Oxygen Co., London.

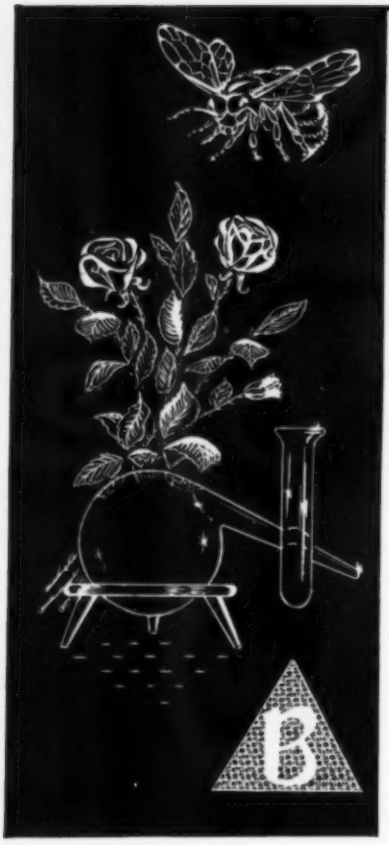
Premiums...

(*From Page* 43)

of as large a cutlery manufacturer as Stanley Home Products. I think I could say without boasting that surveys could be made on quite a few of the items we use as premiums with the same results.

It is obvious why we are great boosters of premiums and why we welcome premium salesmen whenever they have a premium we can use.

All premiums which are of interest should be submitted to the main office of the firm at Easthampton, Mass., rather than to some of our branch offices because our premium department buys for our 275 branches. Once an item has been shown to a branch manager, it loses what we call its "sizzle" and makes it extremely difficult for Miss Griggs or any of the other buyers to select it for company-wide use.



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Quality
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W. J. BUSH & CO., Inc.

Essential Oils

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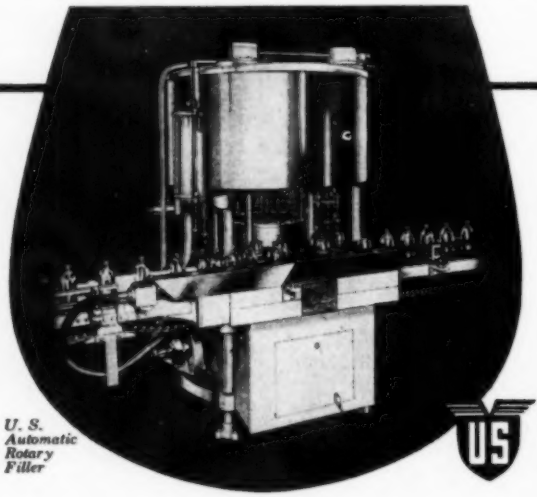
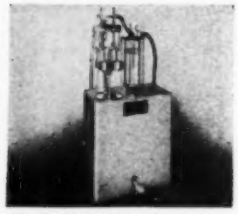
Is Filling Different in Your Plant?



U. S. Automatic Rotary Filler

U. S. Model B-49, Straightline Vacuum Filler. Adjustable for all types of containers.



U. S. Model B-2 Semi-Automatic Vacuum Filler. Fast, portable. Filling is continuous.

U. S. Siphon Filler, Improved model. Stainless steel tubes, glass lined tank. Dependable.

Specific filling requirements usually present problems which standard machines cannot serve adequately . . . only custom-built equipment can be considered. To this end, U. S. engineers have developed six basic fully automatic models, each with a wide range of adaptations. This gives your packaging line the specific filling performance of custom-built equipment at a cost competitive to standard machines. That is why you see the U. S. nameplate on the machines in the big-name plants. Write for machine recommendations. This will not obligate you.

U. S. BOTTLERS MACHINERY COMPANY

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NEW Patents

The information below is furnished by patent law offices of

LANCASTER, ALLWINE & ROMMEL

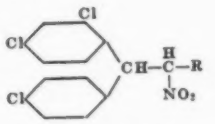
402 Bowen Building
Washington 5, D. C.

The data listed below is only a brief review of recently issued pertinent patents obtained by various U. S. Patent Office registered attorneys for manufacturers and/or inventors. Complete copies may be obtained direct from Lancaster, Allwine & Rommel by sending 50c for each copy desired. $1.00 for Canada. They will be pleased to give you free preliminary patent advice.

No. 2,653,913. Synthetic detergent Cakes, patented by Willem J. D. van Dijck, The Hague, Netherlands, and Bradford P. Geyer, Berkeley, Calif., assignors to Shell Development Company, San Francisco, Calif., a corporation of Delaware. A detergent in bar or cake form is disclosed consisting essentially of a member of the group consisting of water-soluble anionic synthetic organic sulfonated and sulfated detergents, a paraffin wax binder therefor which has a melting point of at least 130° F., and as an emollient a member of the group consisting of alkali metal and ammonium pectates, tannates, humates and alginates, in the proportions of 68% to 84% by weight of said detergent, 15% to 30% of said binder, and 1% to 2% of said emollient.

No. 2,650,932. Method of Preparing Metallic Soaps of Fatty Acids, patented by Leonard M. Kebrich, Brooklyn, and Adrian R. Pitrot, Hempstead, N. Y., assignors to National Lead Company, New York, N. Y., a corporation of New Jersey. The patent covers a method for production of a metallic soap of a fatty acid containing more than 6 carbon atoms which comprises forming an aqueous emulsion of said acid in molten condition and slowly adding said emulsion to an agitated aqueous suspension of a compound selected from the group consisting of oxides and hydroxides of lithium, calcium, strontium, barium, magnesium, aluminum, zinc and lead in the presence of an amount between 0.1 and 0.6% of the total system of a nitrogenous base catalyst characterized by water solubility in excess of 500 grams per liter, an ionization constant of greater than 10^{-9} and a pH value exceeding 9.0 in one tenth normal solution all characteristics at room temperature thereby forming a metallic soap of said fatty acid in finely divided solid form.

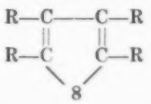
No. 2,653,896. Insecticidal Compounds, patented by Edward B. Hodge, Terre Haute, Ind., assignor to Commercial Solvents Corporation, Terre Haute, Ind., a corporation of Maryland. An insecticidal composition is described comprising from about 0.0125 to about 5.0% of a compound of the general formula:



wherein R is an alkyl radical selected from the group CH_3 and C_2H_5, and a carrier therefor.

No. 2,653,895. Insect Repellents, patented by Nathan L. Drake, College Heights, Md., and Sidney Melamed, Philadelphia, Pa., assignors to the United States of America as represented by the Secretary of the Army. The patent discloses an *Aedes aegypti* repellent composition comprising the butyl ester of N-benzyl glycine in a non-toxic insect-repellent-adjuvant as a carrier therefor.

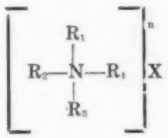
No. 2,651,579. Halogenated Thiophene Pesticide, patented by Ralph E. Plump, Haddonfield, N. J., assignor to The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., a corporation of Pennsylvania. A pesticidal composition is covered comprising the compound



in which "R" is selected from the group consisting of hydrogen and halogen and combinations thereof, at least one "R" being halogen, admixed with a pesticidal adjuvant as a carrier therefor.

No. 2,653,894. Insect Repellents, patented by Melvin S. Newman, Columbus, O., and William B. Wheatley, Syracuse, N. Y., assignors to the United States of America as represented by the Secretary of the Army. An *Aedes aegypti* repellent composition is disclosed comprising a trimethyl-octene-diol in which the hydroxyl groups are alcoholic and attached to methyl-substituent-carrying carbon atoms on either side of the double bond, in a non-toxic insect-repellent-adjuvant as a carrier therefor.

No. 2,653,156. Quaternary Ammonium Compounds and Process for Producing the Same, patented by Martin Karl Deutsch, Hamburg, and Hans Werner Stobbe, Hamburg-Volksdorf, Germany, assignors to Lehn & Fink Products Corporation, a corporation of Delaware. A quaternary ammonium compound is described having detergent and germicidal properties and having the formula

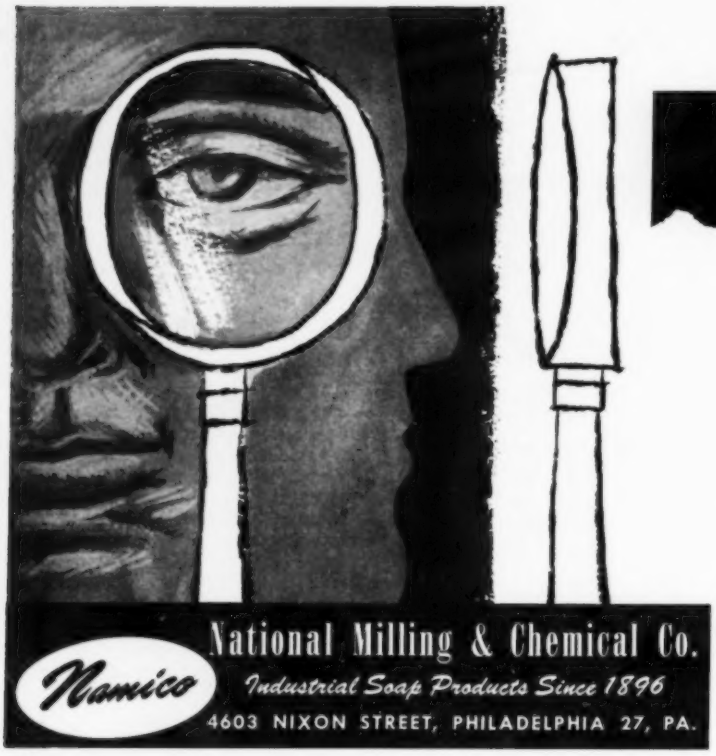


wherein
R_1 is an hydroxyalkyl radical having 1 to 5 carbon atoms,
R_2 is a hydroxyalkyl radical having 1 to 5 carbon atoms acylated with a fatty acid having 6 to 18 carbon atoms,
R_3 is an aralkyl radical having from 7 to 10 carbon atoms,
R_4 is an alkyl radical having 1 to 3 carbon atoms,
X is an inorganic acid radical, and
n is an integer corresponding to the valence of X.

No. 2,653,958. Method for the Continuous Purification of Soap, patented by Felix Lucien Lachampt, Franconville, France, assignor to Union Francaise Commerciale et Industrielle, Casablanca, Morocco, a society of Morocco. In a method for continuously purifying a totally saponified glycerinated soap obtained in the most concentrated liquid phase known as the neat soap, including washing said soap in counter-current with a first brine constituted by an alkaline metal chloride having a concentration slightly above the critical concentration below which said purified soap dissolves, the patent describes the steps comprising, mixing said soap with water after washing with said first brine, circulating said mixture of soap with water in a settling zone where separation into neat soap and nigre takes place, drawing off continuously from said settling zone, at the bottom thereof a quantity of liquid greater than the quantity of said nigre, and at the top thereof the surplus of the purified neat soap, circulating said drawn off liquid containing nigre through a supplementary mixing zone with a second brine having a concentration greater than that of said first brine and adjusted to produce after mixing a change of structure resulting in a mixture of deglycerinated neat soap and of a brine constituting said first brine and circulating said mixture of said first brine and deglycerinated neat soap for the washing of said glycerinated neat soap.

No. 2.651,590. Fumigant Composition and Process, patented by Kenneth S. Karsten, Westport, Conn., assignor to R. T. Vanderbilt Company, Inc., New York, N. Y., a corporation

(*Turn to Page* 106)



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Stumped by a tough finishing problem? Call in your Namico man. He'll size up the job you have on hand — help you select the Namico soap or detergent that will solve your problem most economically and efficiently. Solving finishing problems — of all kinds — has been our business for three generations.

National Milling & Chemical Co.

Namico

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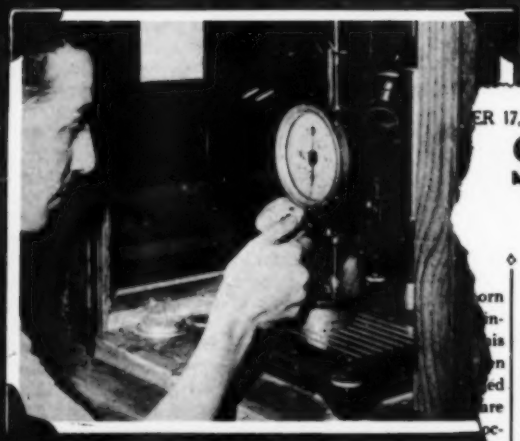
4603 NIXON STREET, PHILADELPHIA 27, PA.



Sonneborn Scrapbook - 1922

ER 17, 1922

Sonneborn Develops First Petrolatum Consistency Test

New York, N. Y., 1922, L. Sonneborn Sons, Inc. has announced the development of the first practical laboratory test for determining the consistency of petrolatum. The test enables Sonneborn to classify petrolatum into three distinct types. Users can now determine the type of petrolatum they require and specify when ordering. The United States Pharmacopoeia is considering adopting this new test as one of the requirements of U.S.P. petrolatum.*

**Adopted by the United States Pharmacopeia in its 12th Edition*

Achieved by **Sonneborn** RESEARCH 1903 • 1953

For over half a century, industry of every kind, large and small, has taken advantage of Sonneborn's research and specialization in white mineral oils and petrolatums. More important for you, Sonneborn has the versatility to adapt its experience to the individual requirements and special problems of practically any industry. May we put these unique resources, this highly skilled ingenuity to work for you?

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SOAP PLANT Observer

By John W. McCutcheon

HOW radically concepts of determining the price of soaps has altered in the past few years is best illustrated by the current spread in the price of tallow and 88 percent tallow chip soap. With tallow currently quoted in the range of 5½ cents, tallow chip soap in car load lots runs about 10 cents. Its price was recently advanced to compensate for the drop in the price of glycerine from approximately 42 cents to 34-35 cents for the refined.

Tallow, the soaper's basic raw material, at 5½ cents should result in a fairly low price soap. However, in checking with several large suppliers of 88 percent F.A. 42° titer soap, we find the price was recently advanced to about 10 cents in carload lots. The current quotation on 88 percent tallow chip soap makes the differential between raw material cost and finished product price rather high, compared with pre-war standards. In the mid-thirties, for example, one could figure on seven cent tallow to produce approximately eight cent chip soap. The cost of manufacturing, sales and profit were made up in two ways: First the chip soap requires only about 9/10ths of a pound of tallow for every pound of finished product; secondly, the sale of the recovered glycerine represents a substantial credit.

The average price of prime tallow over 1936-37-38 was 6.8 cents, according to *Fats & Oils Situation*, No. 147, P. 21. The average price of refined glycerine over the same period was 18.0 cents as shown in the report of Leo Pasternak Co., New York, P. 22.

On the basis of a 10.8 percent glycerine content of the tallow, 85 percent recovery, and a three cents per pound cost of recovery, the credit to be applied to the tallow would be 1.38 cents per pound. The basic raw material cost was thus reduced from 6.8 cents to 5.42 cents, and the ingredient fat cost per pound of chips cut to 9/10 x 5.42 cents = 4.88 cents on eight cent chips. The margin left is 3.12 cents per pound for manufacturing, sales,

overhead and profit. The cost of the tallow represents 61 percent of the sale price of the chips.

Currently refined glycerine is selling for around 34 cents. If we allow nine cents for the cost of glycerine recovery, the present credit on 5½ cent tallow would be 3.2 cents to give a basic raw material price of 2.3 cents and an ingredient cost per pound of chips of 2.02 cents. This leaves a manufacturing margin of 7.98 cents per pound. The cost of the tallow now represents 28 percent of the sale price of the chips. Illustrative of the widespread and speedy fluctuations of the market is the fact that prior to the price changes which took place earlier in October tallow represented less than 11.5 percent of the sale price of the tallow chip soap. At that time glycerine was bringing 42 cents a pound, tallow was four cents and 88 percent tallow chip soap in car load lots was eight cents a pound.

No attempt is made here to indicate that the price of soap chips is high in comparison with raw material costs. With manufacturing costs tripled in the past 15 years, and other costs way above pre-war levels, the margin between raw materials costs and selling price actually is on the low side. Three times the calculated 3.12 cent spread in the 1936-38 period would place chip soap prices at 10 cents not eight cents. The fact that higher prices do not prevail stems in part at least from increased use of more efficient methods of manufacturing, particularly continuous processing. The most significant factor in the soap economy since the war is the diminishing effect of the cost of fatty raw materials on soap prices. Also of interest is the trend of glycerine prices. Recently, after having maintained a fairly high level, glycerine prices were cut to meet the competitive threat of the synthetic product. Synthetic glycerol at present accounts for 20 percent of the total production, a figure which will be revised upwards to 30 percent by 1955. Without this added source of supply, glycerine prices would probably be extremely high. However, in pricing fats for soaps or for any other purpose, such as fatty acids, the price of glycerine must be considered either as a profit on the glycerine side or as a credit on the fat side.

* * *

A MARKET report of the *Beaumont (Tex.) Enterprise & Journal*, covering the buying habits of 1000 housewives in the area, contains some interesting information for soap and synthetic detergent manufacturers and marketers. The replies to one question, in particular, show the growing percentages of housewives who do not use packaged soaps at all: 1949, 2.08; 1950, 6.92; 1951, 8.67; 1952, 13.10, and 1953, 19.00.

* * *

THE writer recently discussed with a large supplier of parts the damaging effects some detergents were reported to be having on washing machines. Although the parts manufacturers were not unhappy over damage suffered by washing machines in which synthetic detergents were employed, since it meant increased business, the producers of washing machines are concerned with the problem. Washing machine makers have conferred with a large producer of detergents and requested an improvement in just one product. The result of the conference, according to the parts maker, was a suggestion by the detergent manufacturer that since his product was used so widely, washing machine producers had better redesign or otherwise im-

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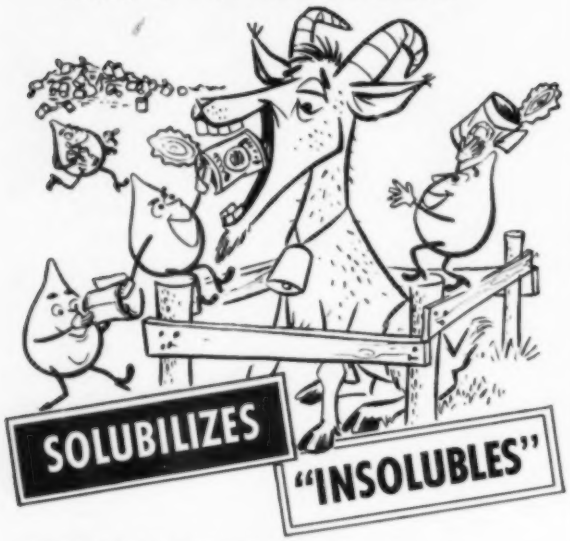

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prove their machines to accommodate the detergent.

Washing machine manufacturers, apparently were taken unawares by the rapid consumer acceptance of synthetic detergents. In fairness to them, however, it should be pointed out that demand for such durable consumer goods as washing machines, was extremely heavy in the immediate post-war period, following the war-enforced production lay-off of such home appliances. The problem for the washing machine maker was production, rather than redesign of new units for increased sales appeal. At the same time detergents in the post war period made their greatest gains, and virtually revolutionized the soap buying habits of the housewife in a few years.

Previously, lime soaps, formed from soap, served a dual role in washing machines. They not only acted as detergents, but as lubricants as well, and as such were relied on in the latter role by washing machine engineers. In a sense, therefore, they could be said to cover up basic design defects. Synthetic detergents, on the other hand, acting as super cleaners, keep metal parts of washing machines clean, and as such also cause the progressive deterioration of such major parts as agitators. Washing machine manufacturers and engineers, it would seem, must look for a more stable metal than aluminum. Synthetic detergents are also said to penetrate and injure the rubber in wringers. Washing machine manufacturers, in common with sewage disposal engineers, have their problems with synthetic detergents, and the solution would seem to be directly up to them, rather than the makers of detergents.

* * *

FORTUNATE, indeed, is today's laboratory or research director. Because of the increased emphasis on research, it is much easier than formerly to purchase new and needed laboratory equipment and devices.

One such new device is a novel marking tape with an adhesive backing. The new "Labelon" tape, which can be written on, is made by Labelon Tape Co., Rochester, N. Y. It is an inexpensive and useful item for a laboratory. "Labelon" is made up in rolls similar to "Scotch" tape and can be applied to a beaker and other types of laboratory glassware and written on. The tape, which is a white strip with blue backing, is covered with a transparent plastic film. Any hard, pointed object, pressing the white strip against the background, gives a legible mark. The writing is permanent and cannot be rubbed off.

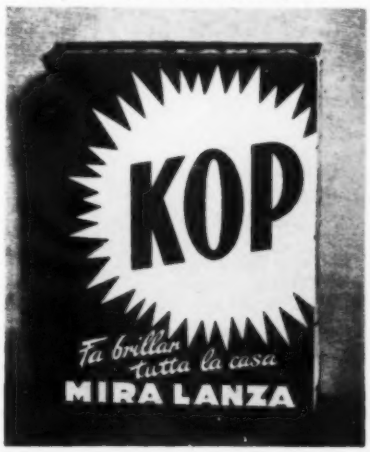
Another helpful item is a spool of numbered self-adhesive labels, which peel off individually, and can be applied to beakers, petri dishes, etc. for identification. They can be reused. Rolls of the labels come numbered one to 1,000 in a dispenser. They cost $6.50, and are available from Cargille, Inc., 117 Liberty St., New York.

A small pocket comparator in a leather case, is another useful laboratory gadget. It has a calibrated reticle for measuring small distances and angles. For example, one scale is ½ inch in 0.005 inch divisions. Another is 10 mm. in 0.2 mm. This is a particularly useful device for engineers or draftsmen. The comparator sells for $22.50. Reticles, which are exposed, can be replaced at $1.00 each. The device is obtainable from Edmund Scientific Corp., Barrington, N. J.

* * *

A NEW Italian household detergent, "KOP", was sent to the writer recently. The product compares favorably with heavy duty detergents made in the U. S., and has a special significance for the writer since it is being produced in a tower built to his design. Synthetic detergents should continue to displace soap rapidly in all foreign countries which can support their production.

"Kop" Makes Whole House Sparkle



Book on Soap Manufacture

Soap Manufacture, Volume I, by J. Davidsohn, E. J. Better, and A. Davidson, all of Haifa, Israel. Interscience Publishers, New York and London. Nine by six inches, cloth, 525 pages, price $12.50. This latest addition to the series of monographs on the chemistry of fats, oils, and related compounds elaborates, and brings up to date the theoretical principles of soap-making discussed in *Lehrbuch der Seifenfabrikation* by J. Davidsohn, published in 1928.

After a historical and statistical introduction the work deals in the first six chapters with theoretical principles of soap making which require understanding as a basis for the study of the practical processes described in subsequent chapters. Theoretical aspects of saponification of fats with caustic alkali solutions; the structure of soap in the solid state and in solution, phase behavior of soaps; the phase rule in practical soap-boiling equilibria; physical and chemical properties of soap and soap phases and their influence on practical soap processes, these are the principles studied in part A. Part B is concerned with the raw materials of soap manufacture. The first subsection deals with inorganic and organic soap builders and fillers and includes chapters on water, the caustic alkalies, inorganic builders, bleaching agents, and organic builders. Part B, second section, is devoted to the soaper's fatty raw materials. General definitions, classification and a study on the deterioration of fats and oils form the introduction.

The following chapters deal with refining of oils and fats, hardening of oils, fatty acids and their manufacture, and finally with individual fats and oils of special importance to the soap industry. The third main part of the book is devoted to the practical soap-boiling processes and comprises detailed studies of the full-boiled process, settled soaps, and full-boiled unsettled soaps. The final part of volume I discusses special soap products and includes studies of technical and industrial soaps; of special soaps such as liquid transparent and shaving soaps and shampoos; of medicated soaps; and of the germicidal effect of

soaps. The work is well illustrated by graphs, flow sheets, and a generous number of useful tables. Many suggestions for formulations are supplied, and a subject index is appended. *Soap Manufacture* is a very complete and lucid text of reference of great practical importance to all concerned with soap making and allied industries.

—♦—

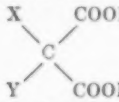
Metscher is Hild Gen. Mgr.

Henry Metscher, since 1950, factory superintendent of Hild Floor Machine Co., Chicago, has been elected vice-president and general manager, it was announced recently by Fred C. Hild, president. Mr. Metscher has been with the company for the past 15 years. He started with Hild as a salesman working on a commission basis, and after two years was placed in charge of the New York factory branch where he remained until 1950, when he moved to Chicago and became factory superintendent.

New Patents

(*From Page* 101)

of New York. The patent discloses a pesticidal composition of matter comprising as an active ingredient at least one compound of the formula

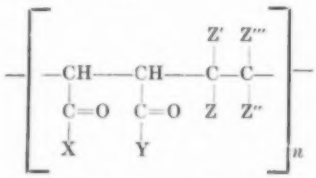


wherein X is selected from the group consisting of bromine and chlorine, wherein Y is selected from the group consisting of hydrogen, bromine and chlorine and wherein R_1 and R_2 are alkyl radicals having from 1 to 4 carbon atoms and a solid adsorbent carrier therefor.

No. 2,652,355. Fungicides, patented by Nicholas Ercoli, Milan, Italy, and Gijsbertus van Wessem, Harrison, N. Y., assignors to Warner-Hudnut, Inc., a corporation of Delaware. Patented is a fungicidal composition comprising, as an essential active ingredient γ-(p-bromphenoxy)-propyl thiocyanate and a carrier therefor, the proportion of the active essential ingredient being within the range of about 0.05 to about 3.00 percent by weight of the combined weight of said ingredient and said carrier, said composition being adapted for application to the human skin for control of pathogenic organisms thereon.

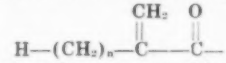
No. 2,650,931. Method of Removing Metallic Contaminants from Hydrogenated Oils, patented by Douglas W. Dron, Poughkeepsie, N. Y., and Frank A. Lindsey, Jr., Fredricksburg, Va., assignors to The De Laval Separator Company, New York, N. Y., a corporation of New Jersey. The patent covers a method for treating hydrogenated vegetable or animal oil to remove therefrom metallic contaminants resulting from the hydrogenation, which comprises feeding the oil through a filtering zone to remove catalyst material remaining in the oil after the hydrogenating operation, passing the filtered oil from said zone through a mixing zone and there mixing it intimately with an aqueous solution of an acid in which the metallic contaminants are soluble, feeding the mixture from said last zone to a locus of centrifugal force and there separating it into an inner layer comprising cleaned oil and an outer layer comprising an aqueous acid solution in which the metallic contaminants are dissolved or suspended, and continuously and separately discharging oil and acid solution from the respective layers and said locus.

No. 2,652,323. Herbicides, patented by David T. Mowry and Ross M. Hedrick, Dayton, Ohio, assignors to Monsanto Chemical Company, St. Louis, Mo., a corporation of Delaware. A solid composition is described as comprising from 0.05 to 20 per cent by weight of a herbicide and from 80 to 99.95 per cent of a carrier consisting of a water-soluble copolymer having numerous recurring units of the following structure:



wherein X and Y are radicals selected from the group consisting of —OK, —ONa, —ONH_4, —$ONRH_3$, —ONR_2H_2, —ONR_3H, —ONR_4, —OH, —NH_2, —OR, —OCH_2NR_2 —$OCH_2CH_2NR_2$, —$NCH_2CH_2NR_2$, —NHR and —NR_2, not more than one of the X and Y radicals being —OR; and wherein Z, Z′, Z″, and Z‴ are radicals selected from the group consisting of —C_6H_5, —OCOH, —$OCOCH_3$, —OR, —COOR, —COOH, —CH_3, —OH, Cl and hydrogen, at least two of said groups being hydrogen, not more than one of said groups being of the group consisting of —$OCOCH_3$, —OCOH, —OH, —C_6H_5, —OR, —COOH and —COOR, all of the radicals of the group consisting of Cl and CH_3 being attached to the same carbon atom, R being an alkyl radical having up to four carbon atoms; and wherein *n* is an integer indicative of the extent of polymerization; and wherein X and Y together may be —O—, and may also be —O—Ca—O—, said polymer having a structure derived substantially entirely by polymerization of mono-olefinic compounds.

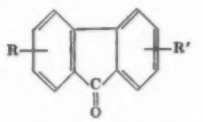
No. 2,652,322. Herbicides, patented by Ross M. Hedrick and David T. Mowry, Dayton, O., assignors to Monsanto Chemical Company, St. Louis, Mo., a corporation of Delaware. A solid composition is described as comprising a herbicide and a water-soluble polyelectrolyte having a molecular structure derived essentially by the polymerization of a mono-olefinic compound through aliphatic unsaturated groups, said polyelectrolyte being a polymer of at least one compound containing the molecular grouping



and having the property of imparting water stability to soil aggregates.

No. 2,653,864. Method of Destroying Plants, patented by Arthur H. Schlesinger, Dayton, O., assignor to Monsanto Chemical Company, St. Louis, Mo., a corporation of Delaware.

1. The method of destroying undesirable plants is patented which comprises applying to said plants a toxic quantity of a herbicidal composition comprising a fluorenone compound having the formula



in which R and R′ are selected from the class consisting of hydrogen and alkyl radicals of from 1 to 5 carbon atoms, said compound being present in said composition in a quantity which is toxic to plant life.

No. 2,653,865. Herbicides, patented by Milton Kosmin and Arthur H. Schlesinger, Dayton, O., assignors to Monsanto Chemical Company, St. Louis, Mo., a corporation of Delaware. A method for the destruction of plants is covered which comprises applying to said plants a toxic quantity of a herbicidal composition containing as the active ingredient a compound selected from the class consisting of benzothiazole, 2-chloro-benzothiazole and 2-bromobenzothiazole, said active ingredient being present in said composition in a quantity which is injurious to said plants.

No. 2,653,866. Allyl Furfurylidenecyanoacetate Herbicide, patented by David T. Mowry and Arthur H. Schlesinger, Dayton, O., assignors to Monsanto Chemical Company, St. Louis, Mo., a corporation of Delaware. The patent discloses a herbicidal composition comprising a carrier and allyl furfurylidenecyanoacetate as the active ingredient, said allyl furfurylidenecyanoacetate being present in said composition in a phytotoxic concentration.

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H. W. HAMILTON, *Secretary*

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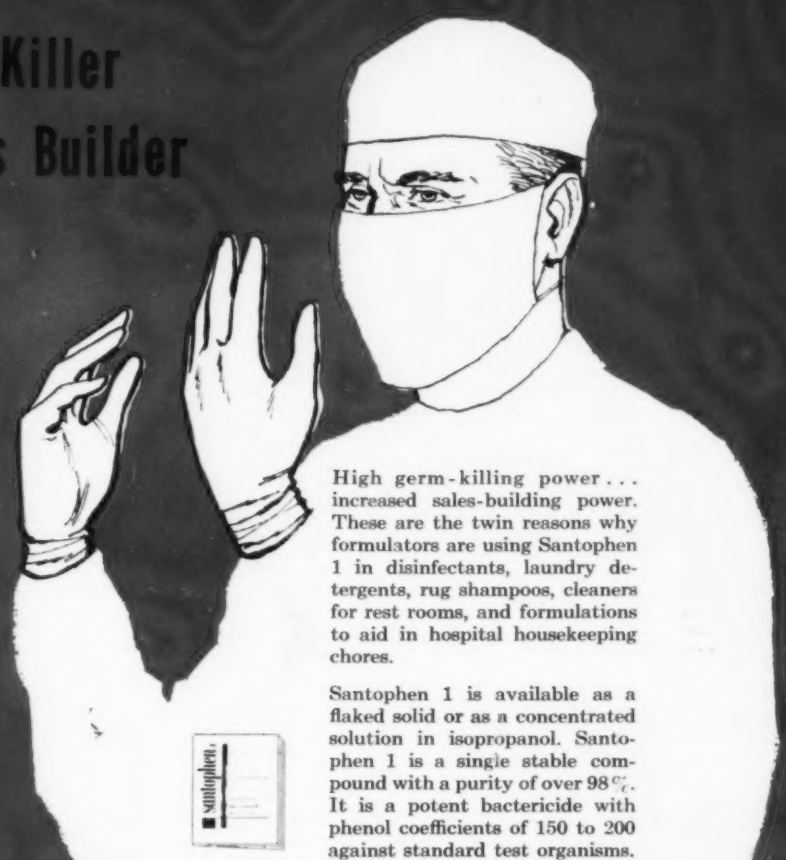

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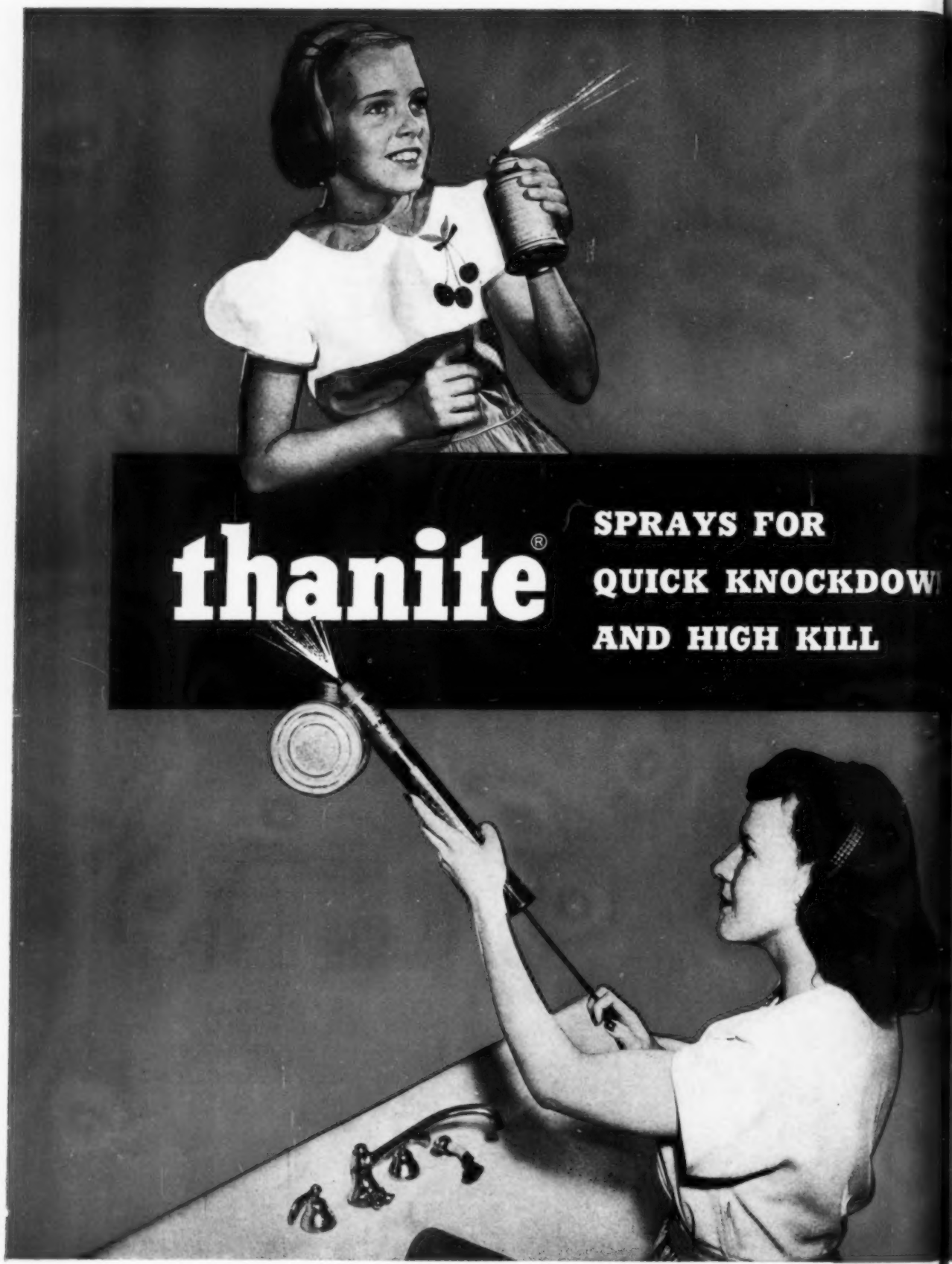
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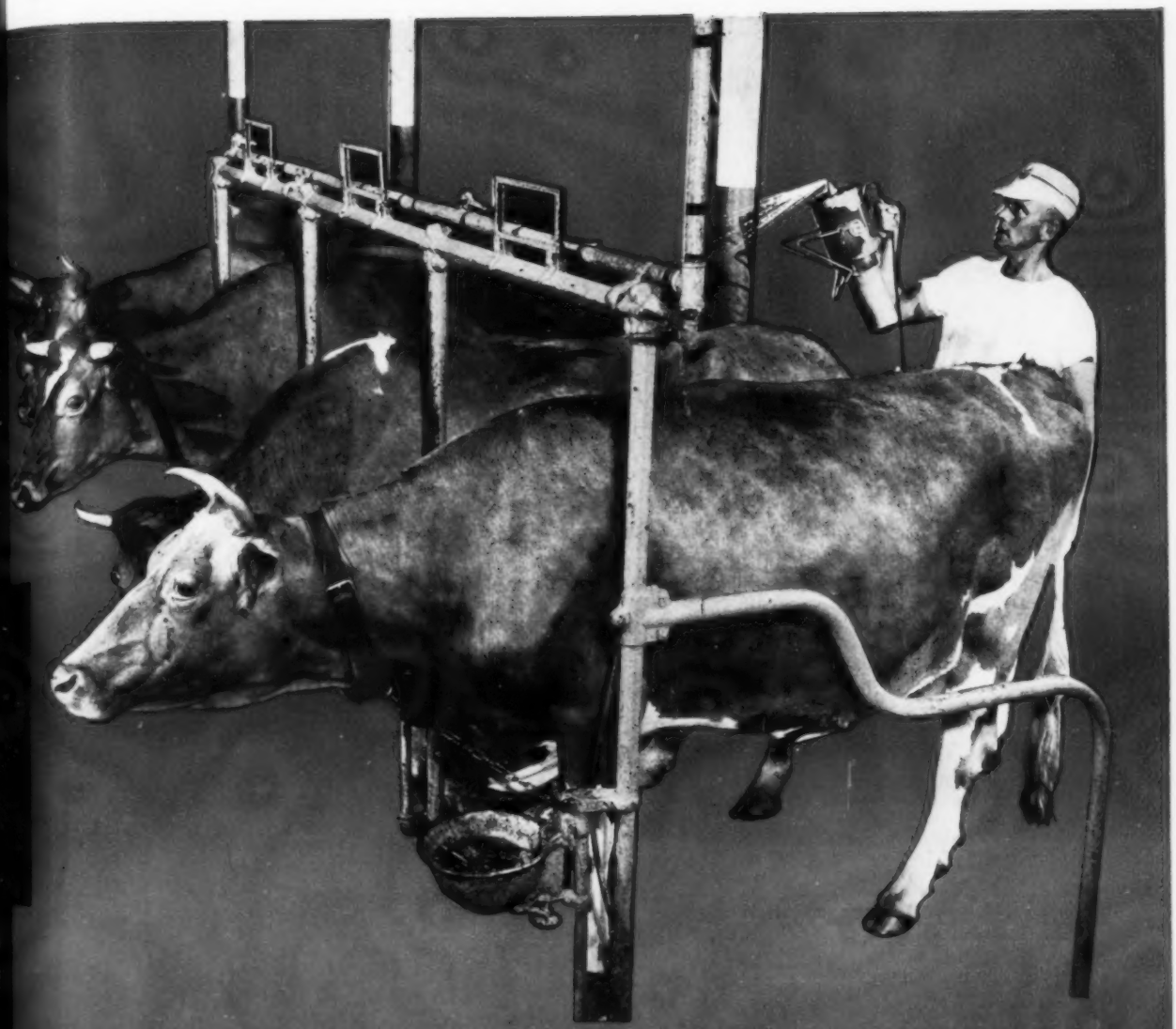

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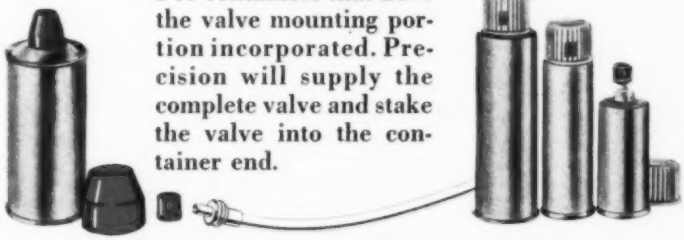
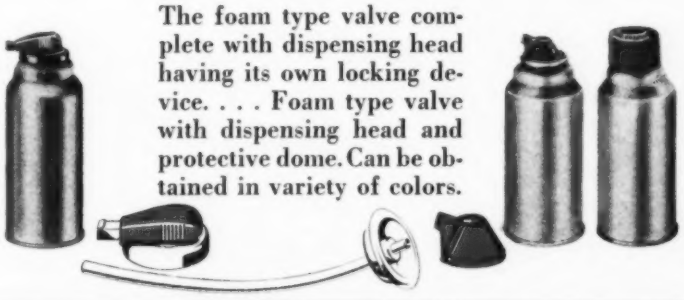


For containers that have the valve mounting portion incorporated. Precision will supply the complete valve and stake the valve into the container end.

Glass container aerosol valve, complete with button and protective dome.



The foam type valve complete with dispensing head having its own locking device. . . . Foam type valve with dispensing head and protective dome. Can be obtained in variety of colors.

PRECISION has the answer to your aerosol program regardless of product, container, or filling method.

We invite your inquiry to enable our staff of aerosol valve technicians to work cooperatively in satisfying your valve requirements.

PRECISION

Precision Valve Corporation

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Economy	Water Resistance
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Pyrenone*

Pyrenone is a registered trademark used exclusively to designate ratios and concentrations of piperonyl butoxide and pyrethrins.[1] Pyrenones have gained universal recognition for high standards of efficiency in the formulation of widely diversified finished insecticides.

It frequently occurs that some users who have been delighted with one particular Pyrenone concentrate are unaware of the availability of the wide selection of other types of Pyrenone products which would have special value to them in other pest control problems.

All of the Pyrenone concentrates are prepared to meet certain characteristic requirements of formulators of finished insecticides. While a large number of insecticides are based on Pyrenone alone, there are almost as many others which combine Pyrenone with chlorinated hydrocarbons, phosphates, thiocyanates and other active ingredients.

Where fast knockdown is desired at an economical cost, a specific Pyrenone formulation is preferred.

Where low toxicity is essential for special reasons, there are other Pyrenone combinations.

Where residual characteristics are involved, still other Pyrenones are available.

And frequently Pyrenone concentrates are used as a part of a complex formulation designed for general purposes.

If you do not formulate finished products yourself, but are faced with problems from time to time needing improved products for pest control work, ask your supplier to contact the U.S.I. office in his area. Many formulators are taking full advantage of U.S.I.'s consulting service which is available without obligation.

[1] Many manufacturers have requested permission to use the name Pyrenone on their labels and with certain restrictions – one of which stipulates their formula contains no toxic ingredients other than piperonyl butoxide and pyrethrins – permission has been granted. Further details furnished upon request.

For progress in insecticides, keep your eye on

Pyrenone*

*Reg. U. S. Pat. Off.

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WATER RESISTANCE
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E. M. Walls Co., San Francisco, California
Allied Basic Chemical Co., Montreal, Canada
C. M. Durbin Company, Cincinnati, Ohio
W. D. Hodges Co., Boston, Mass.
R. L. Kelley, Danbury, Conn.
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A FLY REPELLENT THAT WORKS

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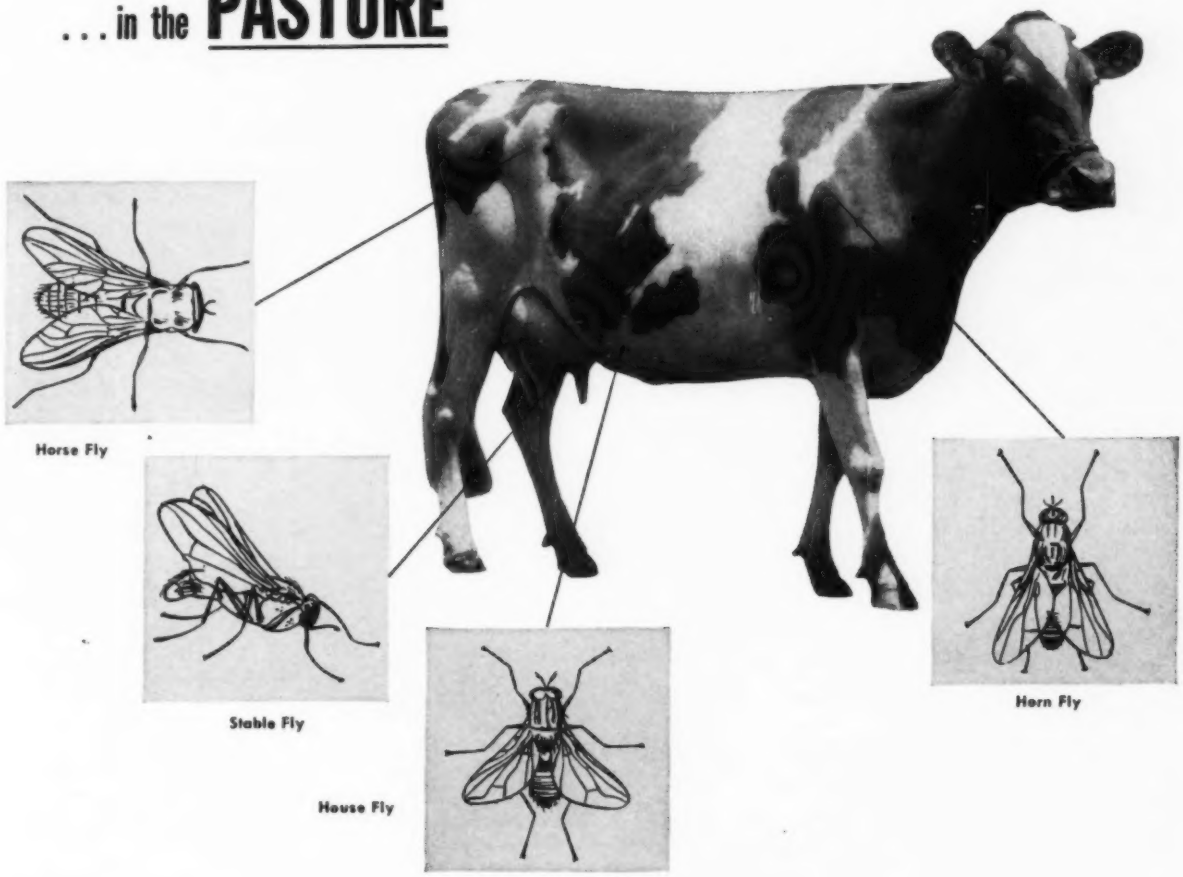
CRAG FLY REPELLENT (butoxy polypropylene glycol) can add new sales appeal to your oil-based, emulsifiable or automatic-sprayer formulations. Because of its repellent and synergistic properties, CRAG Fly Repellent-toxicant combinations provide economic protection against flies both in the barn and pasture.

CRAG Fly Repellent offers other benefits as well. It is a solvent for all ingredients commonly used in animal sprays. If cloudiness, separation or settling is a problem in your present formulations, try CRAG Fly Repellent as a coupling agent to improve appearance and storage characteristics.

START NOW to give your dairy and livestock sprays improved performance with this colorless, odorless repellent.



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Stable Fly

House Fly

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"Crag" is a registered trade-mark of Union Carbide and Carbon Corporation.

Latest Du Pont Study of Aerosol Market Points Up Big Increase in Consumer Purchasing

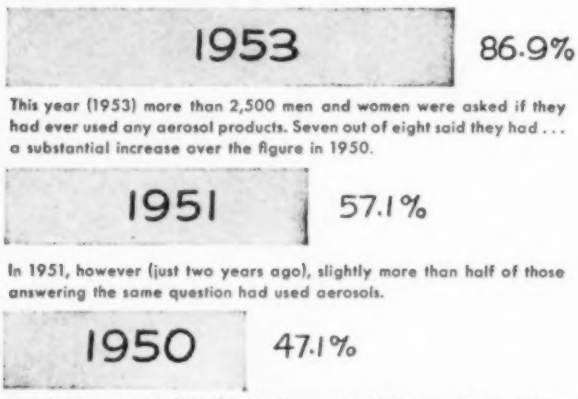
Shows Number of Users Nearly Doubled in 3 Years

7th Annual Survey Digest Ready Soon

What do consumers really think of aerosol-packed products? How many have tried them? Do they like them? Do they dislike them? What reasons do they give for their preferences?

The revealing answers to these—and scores of other important questions—will be answered by the seventh annual study of the market for aerosols conducted by the Du Pont Company. Survey findings are now being compiled, and preliminary results show increasing acceptance of the aerosol idea. For example, study the chart below:

% USING AEROSOLS



This year (1953) more than 2,500 men and women were asked if they had ever used any aerosol products. Seven out of eight said they had . . . a substantial increase over the figure in 1950.

In 1951, however (just two years ago), slightly more than half of those answering the same question had used aerosols.

And three years ago (1950) only 47 per cent of the people responding to this question stated that they had used one or more aerosol products.

These figures show only one of many important facts you will find in this latest Du Pont study.

Objective of these Studies

The objective of this research is to provide the aerosol industry with up-to-minute data on consumer knowledge, use and opinion of aerosol-packed products. In addition, buying patterns and preferred points of purchase were studied. This year's study is the sixth covering consumer reactions. Last year (1952) the Du Pont survey concentrated upon retail dealers throughout the country. Consumer and retail studies are conducted in alternate years. These surveys have grown from a one-product study (insecticides) in 1947 to the present one which develops detailed information on the seven most popular product types: insecticides, room deodorants, paints, Christmas "snow," personal deodorants, hair lacquers and shaving cream. Facts and purchasing data are also presented on various other aerosol products.

Survey Digest—Free

A digest of this latest aerosol market survey will be available in December. A copy will be sent free, and without obligation, upon request. Reserve your copy by writing now.

Importance of "Freon" Propellents

The majority of aerosol products now on the market contain one or more "Freon"* fluorinated hydrocarbon propellents. There is good reason for this. These propellents are readily tailored to meet specific requirements of pressures, solubility and other product characteristics. Furthermore, "Freon" propellents are safe . . . nonflammable, nonexplosive, noncorrosive and virtually nontoxic. For further information and technical assistance in formulating an aerosol product of your own with a "Freon" propellent . . . address: E. I. du Pont de Nemours & Co. (Inc.), "Kinetic" Chemicals Division, Wilmington 98, Delaware.

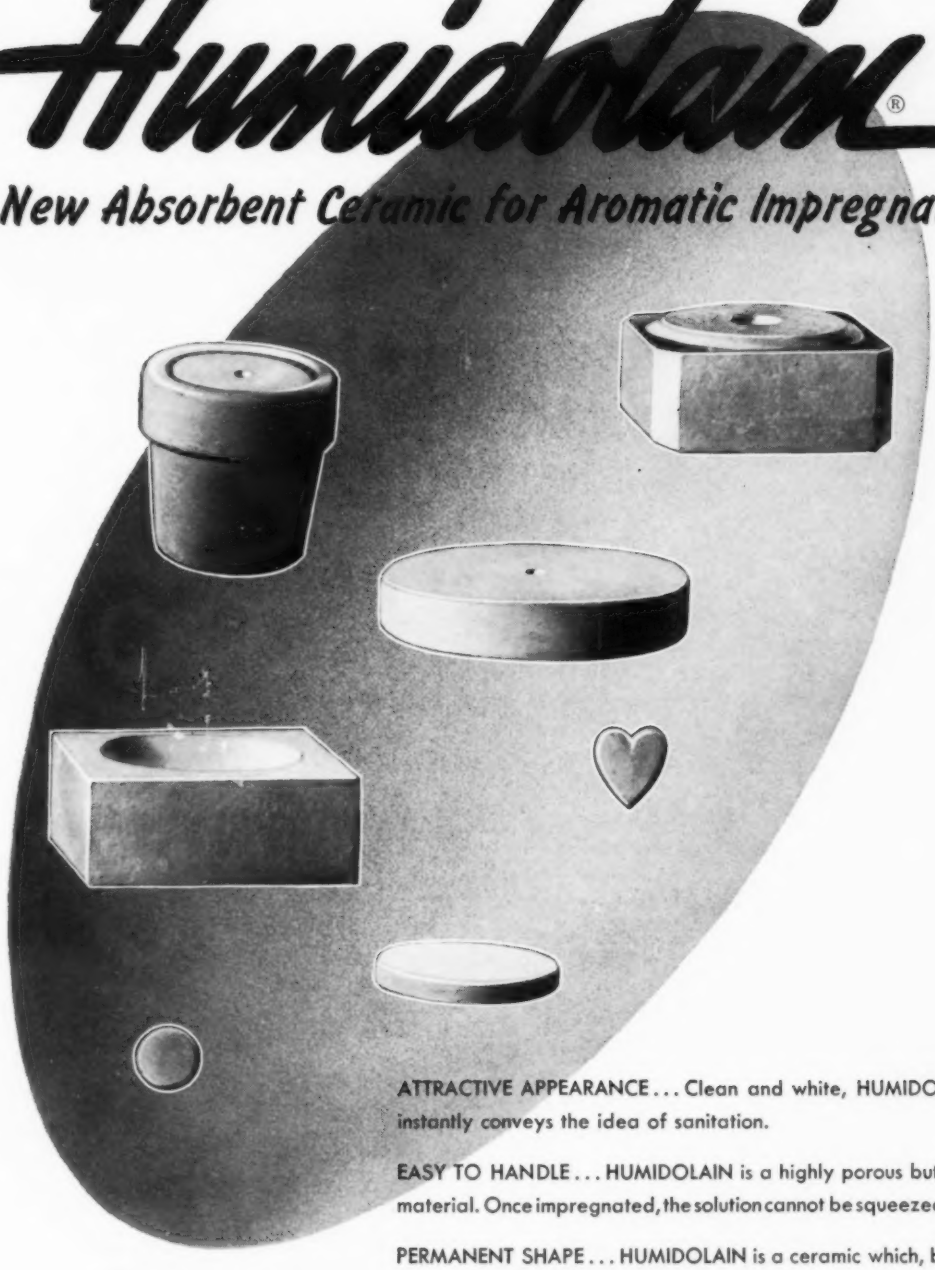
KINETIC

*"Freon" is Du Pont's registered trade-mark for its fluorinated hydrocarbon propellents.

DU PONT
"FREON" PROPELLENTS
DUPONT
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Humidolain®

A New Absorbent Ceramic for Aromatic Impregnation



ATTRACTIVE APPEARANCE... Clean and white, HUMIDOLAIN instantly conveys the idea of sanitation.

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PERMANENT SHAPE... HUMIDOLAIN is a ceramic which, being molded, retains its shape indefinitely. The aromatic, not the impregnated piece, evaporates.

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- **50% up to anhydrous for other uses.**
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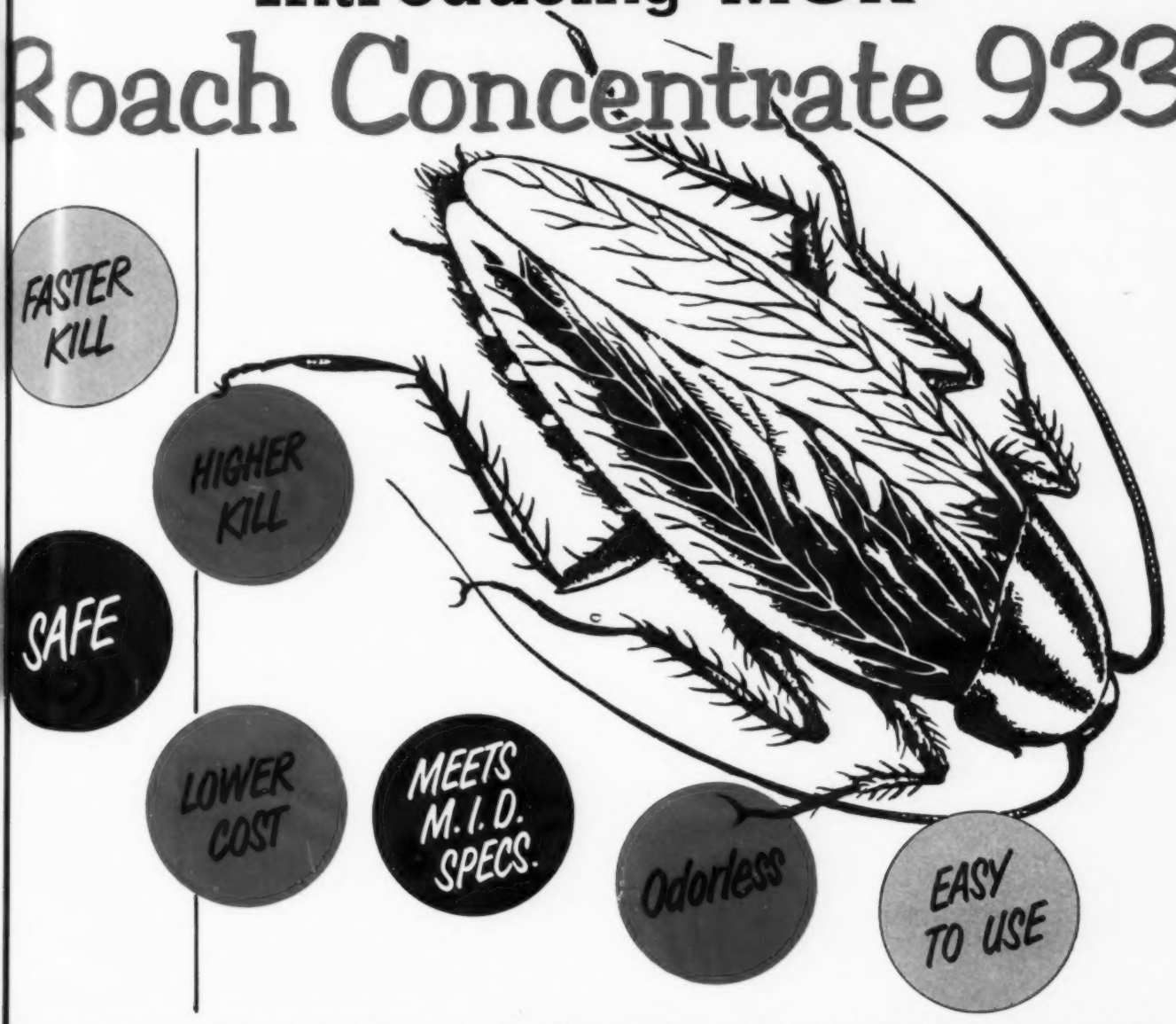
Introducing **MGK**

Roach Concentrate 933



933 SPRAYS CONTROL ROACHES IN PACKING PLANTS, BAKERIES, FOOD WAREHOUSES, RESTAURANTS AND HOMES

Sprays made with Roach Concentrate 933, give a high, fast kill of all German, Oriental, and American roaches contacted. In addition they kill flies, mosquitoes, clothes moths, bed bugs, carpet beetles, spiders, fleas and many other insects. They meet requirements of the U.S.D.A. "Meat Inspection Division Memorandum No. 52, Sup. 4—Insect Sprays."

With 933, ingredient costs are lower. Formulating time is reduced. Errors and waste are eliminated. These sprays are harmless to humans, safe for user, being free from the irritating and poisonous properties found in sprays containing some chlorinated toxicants. Write for Specification Bulletin 933, containing full details and prices.

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Founded 1902

MINNEAPOLIS, MINNESOTA

McLAUGHLIN GORMLEY KING COMPANY
1715 S.E. Fifth Street, Minneapolis, Minnesota

Please send full details for Roach Concentrate 933, price and delivery dates.

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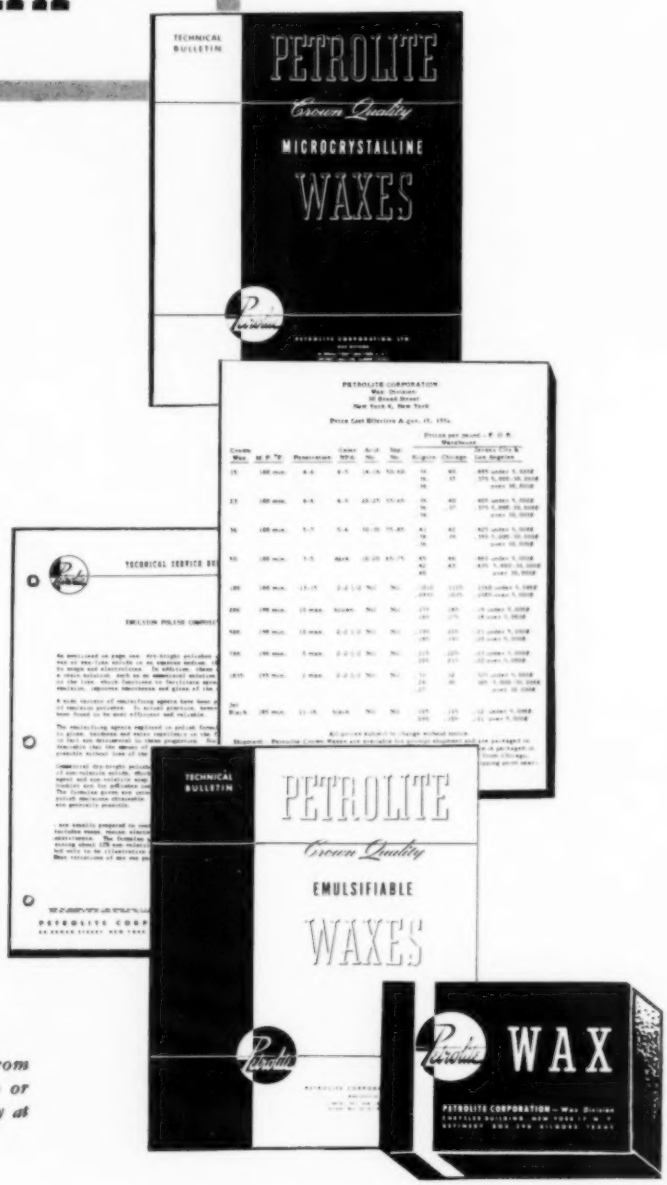
VALUABLE ASSISTANCE FOR EVERY USER OF WAX

If you manufacture a wax product using hard high-melting-point waxes, be sure you have complete information on all of the Petrolite waxes. Samples, price information and technical data are yours for the asking. Petrolite offers many high quality waxes, both microcrystalline and synthetic, which may fit into your manufacturing plans – *at a considerable price advantage to you.*



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CHRYSLER BLDG., NEW YORK 17, N. Y.
REFINERY: BOX 390, KILGORE, TEXAS

Petrolite waxes can be shipped from warehouses in Jersey City, Chicago or Los Angeles, and from the refinery at Kilgore, Texas.

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For Better Protection against Pests...

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Wettable and Dry Powders
Oil Concentrates
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Wettable and Dry Powders
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Piperonyl Butoxide-Pyrethrum Concentrates
For Space Sprays, Livestock Sprays and General Pest Control

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Powder
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RAX POWDER
A Rodenticide Containing 0.5% Warfarin

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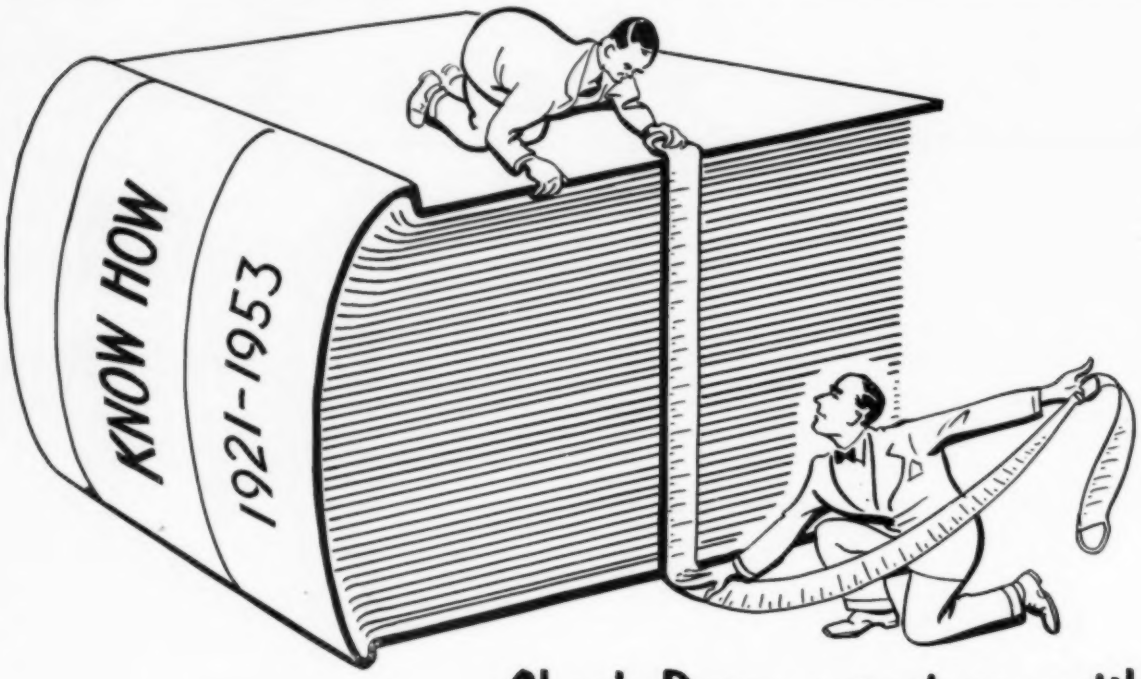
RESINS MEMO: To Manufacturers of Emulsion Waxes



Check Durez experience with resins . . . to see why so many use it!

DUREZ 225

THERMOPLASTIC RESIN of phenolic type. Melting point, 150° - 155° C. Soluble in coaltar and petroleum solvents, hydrocarbons, esters, high alcohols, and turpentine.

COMPATIBILITY with vegetable and mineral waxes is very good to excellent.

PRODUCT ADVANTAGES include excellent water resistance, hardness, and gloss, and improved slip resistance. Inclusion of the resin in the formula also effects a saving in raw material cost.

THE RESIN may be used to advantage in concentrations up to 40% of the total wax-resin content.

Experience is the one ingredient that brings out the best in all the others! Manufacturers of no-rub liquid polishes know what this means when they call on Durez for phenolic resins. We've been specializing in phenolics since 1921. More than ten years ago we developed the first resins to be used successfully in emulsion waxes . . . and ever since then Durez resins have been the emulsion wax industry's first choice. When it's a question of the right resin for your purpose and the best way to incorporate it in your formula, Durez can help you achieve the results you want. Write Durez Plastics & Chemicals, Inc., 411 Walck Road, North Tonawanda, N. Y.

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PHENOLIC RESINS

- MOLDING COMPOUNDS
- INDUSTRIAL RESINS
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PHENOLIC RESINS THAT FIT THE JOB

Rejections giving you trouble?

Use the triple-tested PRESDOME VALVE

No aerosol product is better than its valve—and no valve is better than Schrader's . . . produced with fully automatic machinery . . . nothing but raw materials bought outside. Schrader has the greatest research and manufacturing facilities.

The Schrader Aerosol Valves use the same time-tested seating principle as used in the Famous Schrader automotive tire valve.

Schrader Aerosol Valves mean lower rejection rates because they receive the most thorough inspection . . . they're triple tested . . . every critical component part 100% machine tested for correct tolerances. Elimination of "dud" returns from retailers protects the reputation of your product.

Arrow Points to Direction of Spray
Flexible Portion Counter-Sunk
Valve Pin
Solid Button Recessed for Valve Pin
Solid Plastic Dome Grips Closure Shoulder After Loading

Schrader Aerosol Valves offer improved performance. They are positive sealing, with quick positive spray shutoff. Good-looking Presdome Caps give easy and comfortable finger-tip operation to your aerosols. You merely press the countersunk dome. Presdome Caps also have eye-catching sales appeal! Various Colors can be made to match your label on request.

Tamper-Proof Locking Tab

Schrader
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AEROSOL VALVES made by the manufacturer of the Standard Tire Valve since the first Automobile

Visit the Schrader Suite at the 40th Annual Meeting of the Chemical Specialties Mfrs. Association, Mayflower Hotel, Washington, D. C. Dec. 6-7-8

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"CLEAN AS A MOUNTAIN BROOK"

The GERMICIDE With the Delightful MINT ODOR.

HEAVY DUTY DISINFECTANT

For efficient and safe disinfecting and deodorizing in the home, schools, clubs, hospitals.

POWERFUL GERMICIDAL ACTION

Destroys putrefactive bacteria usually causing foul odors. Economical dilutions.

DISEASE PREVENTATIVE

Excellent as a foot bath for prevention of Athlete's Foot.

DEODORANT SPRAY

If it is impractical to mop, Mint-O-Phene can be effectively used as a deodorant Spray.

BRILLIANT GREEN COLOR

Its cool green color and fragrant mint odor helps to make MINT-O-PHENE a winner in sales appeal.

COEFFICIENT 5, F.D.A. Method

SEND FOR LATEST PRICE LIST CONTAINING A WIDELY DIVERSIFIED LINE OF BAIRD & McGUIRE CERTIFIED PRODUCTS.

Baird's

THE ONE AND ONLY . . . .

Baird & McGuire, Inc.

HOLBROOK, MASSACHUSETTS

Are Sanitary Supply Prices Too Low?

"Yes," says the head of one of the largest sanitary supply firms. Figures are first such to be assembled for the industry.

ILLUSTRATIVE of marketing conditions today in the sanitary supply industry is the following anecdote from J. C. Aspley's book, *How to Sell Quality*.

"A salesman was sent to see a certain buyer, who had also requested salesmen from two other concerns to call at the same designated hour. After all three competitors had time to cool their heels in the waiting room and work up their anxiety and fear as to what the other fellow would do, the buyer had them shown into separate rooms. To each man he then made known his requirements, 'Now,' he said, 'get busy and figure out the best price you can make me on this material.' In a short time he sent the office boy to collect the quotations. He then went personally to each salesman and said, 'I believe you will have to do better. Go over your figures again.' Three times after that the same thing happened. One salesman threw his hands up at the second round and another on the third, but the last salesman, who did not know that the others had left, reduced his quotation two more times before it was accepted."

This may be an extreme case and yet in other settings and by other means it occurs quite frequently in the sanitary supply industry. There are two good reasons why this happens. The first lies in the nature of the merchandise, and the second in the number of businesses in the industry.

Being an overhead item, buyers treat sanitary supplies as a necessary evil — one enforced by law, trade union or public opinion as just another expense. The buyer is not concerned, therefore, with quality, but with getting the job done with the least outlay. It is a natural characteristic of the average buyer's mentality. Fortunately, not all buyers are average and many are beginning to realize both that sanitary supplies are not just a necessary evil but an essential benefit to insure good public relations, preserve capital investments and prevent accidents and ill health. Furthermore, buyers are now learning that cheapness of product is not true economy in the long run. Cheap products do not go so far nor last as long as quality products; they do not do the job as well or result in satisfaction, and they require more labor to be effective than a quality product. However, as this is a historical study rather than an appraisal of the future, it is the former attitude of the buyer with which we are concerned.

The second important reason for price cutting is rooted in competition. The fact that there are at least 3000 firms selling sanitary supplies in the U. S. reinforces the buyer's chances of getting an inside price. U. S. sanitary supply firms range down from one doing $16 million a year with nationwide distribution, magnificent research facilities, and quality-controlled production, to the little man mixing products in his garage or basement and peddling them in the neighborhood.

Many a buyer complains that he has to see 15 soap salesmen in a single day. But in the expanding market for sanitary supplies there is adequate business for all and room for healthy competition. The key adjectives in the previous sentence are "adequate" and "healthy." Healthy competition is the basis of our national economy, preventing monopoly and the concomitant dangers of high prices and shoddy products. Healthy competition is positive and consists in an endeavor to capture a market or to enlarge sales volume by a number of means. Competition motivated by the fears and anxieties outlined above is negative and, therefore, unhealthy. Neurotic competition results in a like state of mind in industry. Such an industry is incapable of satisfactory service. An industry devoted to the betterment of health should be in a healthy state.

That it is unhealthy, or not adequate to support itself in a flourishing condition, is obvious from the statistics given in Table I on Page 128.

Industry Complex

NO government statistics directly pertaining to the sanitary supply industry are available. The nature of the industry makes it difficult to classify because it is composed of manufacturing, wholesaling and, in a few instances, retailing elements. However, by drawing upon several sources, it has been possible to develop representative indices for the sanitary supply industry. The figures are approximations at best. But since popular polls take sampled opinions for a representative result, we feel justified in presenting these indices as an economic barometer of the sanitary supply industry. The mean of the various sources adds up to medium large concern, part manufacturing, part wholesaling, and part direct distributing.

The year 1939 has been used as a statistical base because it marked the low point in the secondary depression of 1937-39, which preceded inflation. In addition, government statistics use 1935-1939 as a base period.

The table of indices (I) has been subdivided into four main groups: product, prices, payroll and freight. Under the first group the output of the sanitary supply industry is compared with that of all industries,

Summary Table of Indices I.
1939 = 100

	PRODUCTS				PRICES									
	SSI (1)	National			Sanitary Supply Industry				National					
			Total (3)		Sales		Purchases			Wholesale			Inedible	
	Total Unit Output	Total (2) National Product	Non-Durable Migrs.	Total (3) Chemical Migrs.	All Prods.	Chemicals	All Prods.	Chemicals	Retail	All Migrs.	Chem. Migrs.	Ind. Chems.	Fats, Oils	Consumers
1940	105	115	105	116	100	100	102	102	102	102	101	101	92	101
1941	132	149	130	157	103	103	99	99	109	110	110	103	160	106
1942	149	183	145	248	106	107	110	114	126	118	124	114	217	117
1943	164	219	161	343	106	107	124	133	135	119	124	114	210	123
1944	163	216	157	289	106	107	138	151	139	121	126	114	211	125
1945	171	186	152	254	107	105	141	151	143	123	126	114	211	128
1946	206	156	151	211	107	105	145	151	157	135	137	118	246	139
1947	208	172	158	224	121	123	185	202	182	164	182	138	381	144
1948	202	176	162	227	122	123	191	209	195	178	186	147	346	175
1949	180	161	154	215	122	118	157	149	190	175	170	134	169	175
1950	197	183	172	236	130	126	153	145	191	181	173	141	205	177
1951	218	202	178	267	130	126	174	169	209	199	197	169	265	191
1952	221	201	173	270	131	127	151	142	212	195	187	161	149	195

Sources (1) Sanitary Supply Industry from unidentified sources.
(2) Board of Governors, Federal Reserve System, Division of Research and Statistics.
(3) U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce.
(4) U. S. Department of Commerce, Office of Business Economics.
(5) U. S. Department of Labor, Bureau of Labor Statistics.
(6) U. S. Department of Commerce, a.) from national income of all employees in private non-agricultural sector, Office of Business Economics; divided by b.) Total average employed in same sector, Bureau of Census.
(7) Traffic Advisory Service.
(8) Interstate Commerce Commission Revenue per ton/mile.
Note: All national indices have been obtained from "Business Statistics 1953, Biennial edition" published by U. S. Department of Commerce, Office of Business Economics.

non-durable manufactures and that of the chemical industry. Non-durable manufactures constituted the smallest percent of the total national product in the years 1942 through 1945 and 1950-51. Because of defense build up, during these years, the great emphasis was on durables. Likewise, in 1947-48, hunger of the public for durables, following the dearth during the war years, was largely satisfied. Chemical manufacture has expanded consistently with large extra advances during defense build up years. The sanitary supply industry appears to be expanding at an even more consistent rate due to greater industrial activity and greater public education and interest in sanitation.

Prices a Problem

WITH prices a problem arises. Some of the national indices can be compared easily. Others are comparable with both sales and purchase price indices of the sanitary supply industry. Shown first are the sanitary supply indices, which are divided into two groups: all products and chemical products. The national indices include a retail price index, although the wholesale price indices probably are a more accurate standard of comparison both for sales and purchase, because the industry is considered primarily a manufacturing or wholesaling one. Chemicals, divided for statistical purposes into five sub categories: industrial chemicals; drugs, pharmaceuticals and cosmetics; inedible fats and oils; fertilizer materials and paint materials, remain within a few points of non-farm and non-food industry.

Industrial chemicals, which were under rigid price control up to 1946 rose following decontrol from 1947 through 1950 but did not show such a great price increase. Conversely, in 1949-50 industrial chemical prices did not drop as sharply as those of either general industry or chemicals as a whole. Inedible fats and oils showing no consistent pattern experienced terrific rises in 1946 through 1948 and a secondary rise in 1950-51, particularly in 1951. A steep decline took place in 1952. Fats and oils made sharper advances and declines than any other category, because they are on the commodity market. Industrial chemicals and inedible fats and oils are the sanitary supply industry's principal raw materials and, therefore, their price indices form a pretty good pattern to compare with purchases.

Sanitary Supply Sales Rise

THE sanitary supply sales price index has shown an advance over the years but is microscopic in comparison with other industries because of the nature of the merchandise and the number of businesses in the industry. In the period 1940-52 retail prices increased 112 per cent, wholesale prices rose 95 per cent, but sanitary supply prices advanced only 31 per cent (a mere 27 per cent for chemical products); industrial chemicals by 1952 had shown an advance of 61 per cent; inedible fats and oils had averaged an advance of 120 per cent over the whole period, but by 1952 had declined to 49 per cent. Sanitary supplies have shown a mere 31 per cent gain.

Purchasing expenditures have risen markedly, and employees' earnings have advanced even more, as the next group of figures shows. There is a steady rise in all indices in the national figures, with the greatest acceleration following each sharp increase in the consumer price index.

Overall increases in total earnings of all employees have been re-

Summary Table of Indices (Cont'd)
1939 = 100

PAYROLL							FREIGHT	
Sanitary Supply Industry (1)			National					
All	Prod. Workers (b)	Office Staff	All Employees (6)	All Mfgrs. (5)	Soap Industry (5)	Wholesalers (5)	Truck (7)	Rail (8)
106	102	107	104	103	101	103	...	97
106	110	107	120	110	111	109	...	96
122	123	119	142	124	124	119	...	96
134	136	126	167	138	134	132	...	96
157	159	147	178	148	140	142	...	98
174	180	163	179	155	144	147	...	99
184	185	181	186	174	162	160	100	100
194	194	195	203	201	196	174	110	110
220	222	212	217	220	222	186	131	128
220	224	214	215	228	230	193	131	128
238	253	213	227	237	243	202	131	136
262	264	236	252	254	263	216	158	137
272	279	253	267	265	277	227	158+	147

corded in the private non-agricultural sections of the national economy at 167 per cent; for general industrial employees, 165 per cent; soap industry workers, 177 per cent; and for workers in the wholesale trade, 127 per cent. Only the first figure includes office or salaried workers, for which no statistics are available from government sources. Wages for production workers in the sanitary supply industry closely follow those in the soap industry. Earnings of office staffs, while not up as sharply as those for production workers, have advanced 172 per cent. Parenthetically it should be noted that increased output has required an increase of approximately 25 and 22 per cent of the number of persons employed in each of the above categories.

Freight increases, which have only taken place since the end of the war, show a 47 per cent advance for rail freight and a jump of 58 per cent in truck freight rates, which is an important item to an industry relying mainly on this means of shipping. The above percentages have been supplied by a traffic advisory service. Interstate Commerce Commission statistics show an increase of 167 per cent per ton. But since no ton/mile figure is given by the ICC, the increase of haulage and the increase in rates cannot be separated. The plus sign in the table is for the $1.50 minimum charge, which is not easy to calculate.

The average division of the 1939 sales dollar is broken down into percentages in the Table II. below. When the appropriate 1952 indices are applied, instead of a balance of 20 per cent to meet expenses, provide for depreciation and profits, there is now an apparent deficit of six per cent. No provision is made for overhead, depreciation, let alone, profits! Overhead such as fuel, heating, lighting, telephone and postage have also increased as have other items not mentioned.

The one redeeming feature is volume, increased on a unit basis. But against this must be set the increase in employment. Has the volume increase, while preventing disaster, supported adequate profits not only for distribution but also for reinvestment in plant, machinery and research?

Table II.

	1939	1952 with Indexes	= Percentages
Purchases			
Materials and Containers	36	151	54½
Labor			
Production and Office	20	272	54
Freight	4	160	6½
Commissions	22	0	22
Expenses, Depreciation	80		137
Reserves	20		?
Sales	100	131	131

Prices Too Low

IT is quite clear that sanitary supply industry's sales prices are dangerously low and judging by the rest of the national economy should be advanced by at least 30 per cent. They would then be on a par with industrial chemicals. As a foot-note to this suggestion, such an advance in prices would mean increased commissions to sales personnel, whose earnings have suffered from relatively small price increase. More and better personnel would be attracted to the industry by more liberal remuneration. If the industry continues its current price policy it would seem to be inviting disaster, which can be avoided by appropriate action now.

—— • ——

Veneer-O-Wax in Phila.

The main plant and offices of Veneer-O-Wax Corp. are located in Philadelphia, not in Chicago, as was inadvertently stated in the September issue of *Soap and Sanitary Chemicals*. Veneer-O-Wax Corp. has a branch in Chicago.

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Attapulgite in Pesticides

Granular attapulgite in soil pesticide formulations is the subject of a seven-page report published recently by Attapulgus Minerals & Chemicals Corp., Philadelphia. The study outlines properties of Attapulgus granular carriers and suggests formulations and application techniques.

—— • ——

USDA on Stored Grain Pests

Causes of outbreaks of stored-grain insects are the subject of a 35-page bulletin issued recently by the U. S. Department of Agriculture. The study is a cooperative effort of the North Central Regional Experiment Stations of the department of entomology, Kansas State College. Authors of the report are R. T. Cotton, H. H. Walkden, G. D. White, and D. A. Wilbur. Moisture and temperature control, good housekeeping and correct use of residual sprays are among the fundamentals of stored grain protection, according to the booklet which is available from U.S.D.A.

1. 9:01 a.m. Mr. Lassen's phone starts jingling early and continues its activity almost without pause for the remainder of the business day. Coat just off, he answers a military customer seeking instruction for his maintenance crews: "Sure, Colonel, we'll send out a man. He'll bring a movie—one of our own—and full equipment for you, next week."

2. 9:48 a.m. "Here's a problem an institution passed on to us," Mr. Lassen tells his consulting technician, Joseph William Savich. "Go out there this morning, look over the problem, bring us back your recommendations." Such customer service by American Chemical Company is free.

A Day in the Life of Sanitary

TODAY'S sanitary supply firm is more than just a distributor and/or manufacturer of maintenance supplies and equipment for dispensing or applying them. Selling, marketing, advertising, managing and manufacturing sanitary supplies is part of the story. Actually a sanitary supplier is a fellow, in the definition of Joseph Lassen, "who manufactures and sells, not chemical compounds, but solutions to people's problems."

As president of American Chemical Manufacturing Co., 207 N. Peters Street, New Orleans, Louisiana, he has been furnishing these solutions to people's problems successfully for over 27 years. "We maintain a staff of trained men," he says, "whose job it is to go into factories, institutions, other places where there are problems which we can help to solve. There, they break down the trouble, and make specific recommendations for correcting it. We don't charge for this tailor-to-the-trouble service, and more often than not we spend additional time making up special products to solve the problem.

"In one such recent instance" Mr. Lassen recalls, "a plywood plant had trouble with the glue it was using as the adhesive. The glue oozed out

5. 12 noon. Mr. Lassen makes his contribution to community welfare projects by working with worthy civic organizations. He's now on his way to lunch with the Sertoma Club, in which he takes an active part, for civic betterment.

6. 1:56 p.m. Back from lunch, Mr. Lassen finds more customer problems facing him. This time he arranges to send one of his men to nearby Marksville, La., to demonstrate properties of the company's wetting agent, "Penetrant."

3. 10:26 a.m. A conference of the production problems of the day is the next order of business for Mr. Lassen. Here he is shown conferring with his chemist, Robert Graves.

4. 11:12 a.m. Sanitary supplier turns display, as Mr. Lassen straightens up floor machines, rearranges other equipment and displays of the firm's line of sanitary chemicals in showroom.

Supply Firm's Head—By David Markstein

from between the sheets of plywood onto the rollers pressing the layers of wood. Production had to be interrupted to clean the rollers. As a result the production superintendent called us in to study the problem. I went out to the plant, taking with me a sample of a standard product which I believe would overcome the difficulty.

"The foreman at the plant scoffed at me when I put our material on the roller. When he saw how well it worked he asked to try some himself. The material worked equally well for him, and as a result he apologized, and we've become good friends since. His plant is a good customer now for many of our products."

Not all of the problems that Joseph Lassen solves are complicated. One customer called to order a 60 percent solution of chlordane for fogging insects. "My gosh," Mr. Lassen exclaimed, "they'd put us both in jail if you used a 60 percent solution. What you want is six percent. Now let me suggest ways you can do the job with that. . . ."

But many of American Chemical Manufacturing Company's problems are more difficult. A defense agency needed a liquid wax that would

(*Turn to Page* 161)

7. 3:19 p.m. "Here's what Mr. Savich tells us about the problem . . ." Mr. Lassen passes on the facts contained in the recommendations made by his technician on institutional floors inspected by him that morning.

8. 4:04 p.m. It's the phone again, and another customer with a problem. Mr. Lassen listens, promises to come out himself next morning. Solving customers' problems is his avocation.

Influence of Accumulated Soil on

Bacterial Population Of Milking Machines

THE prime objective of any cleaning and sanitizing process is soil removal and destruction of contaminating organisms. This applies to the santizing and cleaning of dairy equipment, drinking glasses, a food preparation, table or a floor.

Frequently one is prone to rely upon the sanitization process and ignore the cleaning procedure. The worker may assume that the sanitizer has sufficient capacity to make up for careless washing processes.

In the evaluation of a sanitizer, it is general practice to field-test the product. In most field tests, the product is placed in a number of food establishments if the tests are to measure the effectiveness of sanitizing drinking glasses, and on dairy farms if the compound is to be recommended as a dairy sanitizer. If a sampling of ten or more locations is made, repeated samples are collected from each point and bacterial residuals are determined. The bacterial reductions resulting from the use of the product are checked against those obtained in similar manner of competitive products. If the end result shows the product gives more effective reductions, obviously it is a better product. The assumption is made, of course, that the lower bacterial residual is due to the more effective kill of bacteria and not to other factors; such as cleansing values and psychological factors in use.

For example, let's examine a good milk producer (1) using a detergent and a quaternary ammonium sanitizer. This producer was followed weekly for a year. The data follow:

Sampling Dates	No. of bacteria per ml.
Mar. 17, 1945	2,000
24, 1945	6,000
31, 1945	7,000
June 7, 1945	14,000
21, 1945	38,000
July 6, 1945	72,000
13, 1945	52,000
Aug. 3, 1945	23,000
16, 1945	76,000
23, 1945	2,000
30, 1945	49,000
Sept. 6, 1945	17,000
13, 1945	9,000
20, 1945	13,000
Oct. 3, 1945	3,000
10, 1945	15,000
17, 1945	14,000
24, 1945	12,000
31, 1945	10,000
Nov. 7, 1945	11,000
16, 1945	35,000
21, 1945	3,000
Dec. 5, 1945	13,000
11, 1945	13,000
Jan. 2, 1946	40,000
10, 1946	73,000
24, 1946	8,000
31, 1946	950,000
Feb. 7, 1946	10,000
21, 1946	9,000
Mar. 7, 1946	52,000
20, 1946	5,000
Apr. 3, 1946	26,000
17, 1946	43,000
Average	16,000

This farmer produced milk under 10,000 bacteria in 10 out of 34 times tested. On two occasions the count was 2000 and on two other occasions the count was 3000, indicating that on these days, his machines were practically bacteria-free and the counts that resulted were practically all udder counts. At other times, the bacterial removal from the machine was not complete and at one time, the count was 950,000. Were the 24 counts which exceeded 10,000 bacteria per ml due to the ineffectiveness of the sanitizer, the lack of proper application, or failure to clean the machine mechanically before sanitizing?

The same picture was obtained in this study when a milk from a good producer using a good detergent and hypochlorite was checked (1). The data follow:

Sampling Dates	No. of bacteria per ml.
Mar. 17, 1945	6,000
15, 1945	5,000
30, 1945	18,000
Apr. 8, 1945	1,000
12, 1945	9,000
19, 1945	4,000
May 24, 1945	12,000
June 14, 1945	61,000
July 20, 1945	8,000
27, 1945	106,000
May 10, 1945	11,000
16, 1945	1,000
23, 1945	2,000
30, 1945	8,000
Sept. 6, 1945	14,000
13, 1945	10,000
20, 1945	21,000
Oct. 3, 1945	6,000
10, 1945	5,000
17, 1945	8,000
24, 1945	5,000
31, 1945	7,000
Nov. 7, 1945	4,000
21, 1945	16,000
Dec. 5, 1945	1,000
Jan. 2, 1946	4,600
10, 1946	8,000
24, 1946	27,000
31, 1946	10,000
Feb. 7, 1946	7,000
21, 1946	6,000
Mar. 7, 1946	10,000
20, 1946	8,000
Apr. 5, 1946	3,000
17, 1946	6,000
Average	9,968

Milk under 10,000 was obtained in 23 out of 35 samplings. Counts of 1000 were obtained three times; of 2000 and 3000 once each. The other 12 samplings likely represent some bacterial contamination of the milking machine. Once the count was 106,000. Again, do these counts represent ineffectiveness of the sani-

* Paper presented before 39th mid-year meeting, CSMA, Chicago, May 19, 1953.

tizer, lack of proper application or failure to clean the machine mechanically before sanitizing?

Both producers had obtained good milk on an average throughout the period of study. Apparently, as judged by the data, both compounds; namely, quaternary ammonium chloride and hypochlorite, have performed satisfactorily. For purposes of discussion, have the compounds functioned effectively, or have the good results been due to good cleaning? Suppose the producers had used no sanitizers, would they still have produced good milk?

Mallmann, *et al* (2) made a comparative study of dairy sanitizers in 1946. In these studies 60 producers were used for an entire year, 10 producers for each sanitizing procedure. They found that those farmers using a quaternary ammonium compound produced milk that had the lowest average bacterial counts. They also observed that the three best farmers in each group, irrespective of the sanitizer used and including the control group, produced equally good milk. The three poorest producers of each group produced equally poor quality milk. Thus, these data really indicate, at least in part, that the unusually good results obtained by the use of a quaternary ammonium compound may have been psychological in that the producers did a better job of cleaning and sanitizing because they liked the quaternary ammonium compound better. Certainly the quaternary ammonium compounds are not better sanitizers because comparative data from many laboratories using a common test organism show effective results for both hypochlorites and quaternary ammonium compounds.

Tests with Glasses

THE influence of accumulated soil on the germicidal activity of a quaternary ammonium compound was demonstrated by Mallmann and Harley (3) in the sanitizing of beverage glasses. A set-up was made in a tavern where the wash and rinse tanks were visibly insanitary. The tanks were filled with clean water, and the detergent and the sanitizer were placed in their respective tanks, but no attempt was made to remove any of the visible soil from the tanks or brushes. In this test a quaternary ammonium detergent sanitizer was placed in the first tank at a dosage of 50 ppm of quaternary ammonium compound, the second tank served as a fresh water rinse, and the third tank received 200 ppm of quaternary ammonium compound. Every tenth glass was swabbed. Wash tank populations started at 144,000 in the presence of 50 ppm Q.A.C. and after 400 glasses had been washed the population reached 102,000,000. The fresh water rinse tank started at 54,000 and finally reached a population of 1,360,000. The sanitizing tank carried a population of approximately 2000 throughout the run. The washed glasses, after a fresh water rinse, had innumerable populations. After a rinse in the sanitizing bath, the populations on the glasses dropped to an average count of 360 per unit. The quaternary ammonium compound had some effect in reducing bacterial populations, but the residual count was still too high for sanitary acceptance. A repeat performance was made in this same tavern at a later date, but this time all equipment was properly cleaned and sanitized before washing and sanitizing the glasses. The washed glasses had populations of approximately 50 organisms per glass, instead of innumerable counts as previously, and the sanitized glasses had zero counts with the exception of three glasses that had counts of 40, 10 and 10. On both runs everything was done in exactly the same manner; the only difference was the condition of the equipment. In the first instance, with dirty equipment, the quaternary ammonium compound failed, and in the second trial it was very successful. The determining factor was not the sanitizer but the conditions under which it was used. In the second instance, where the sanitizer was used correctly, it served as a safety factor; most of the bacteria had been removed mechanically by thorough cleaning prior to the use of the sanitizer.

A study is underway by the writers wherein quaternary ammonium compounds are under investigation as sanitizers for milking machine equipment in the presence of hard water. All these studies are being made in the field. For the studies reported, a producer using two machines was selected. The water on this farm had a total hardness of 23 grains and an iron content of 2.7 p.p.m. Rinse and milk counts were obtained for each machine after sanitization. The rinse sample was obtained by pouring one liter of sterile distilled water into the machine through the teat cups so that the connections and hoses as well as the receiving bucket were rinsed. The rinse water was swirled around in the machine and then aseptically poured back into the original container. From this container one ml was then pipetted into nine ml of a suitable inhibitor solution. On return to the laboratory each sample was plated in suitable dilutions using TGE agar containing azolectin and "Tween 80."

The milk samples were collected directly from the milking machine buckets. Six cows were separated into two groups of three each, and the machines were alternated on these two groups, thus eliminating the factor of udder counts.

A speed test was made on each sanitizer at the time of each sampling. The test was made as follows:

1. The machine was sanitized.
2. The sanitizing solution was poured from the milker into the original mixing pail.
3. Nine ml of the sanitizing solution was then placed in a seeding pot

. (*Turn to Page* 137)

By W. L. Mallmann, Ph.D., Frank Peabody, Ph.D., Don Muentener, M.S.*

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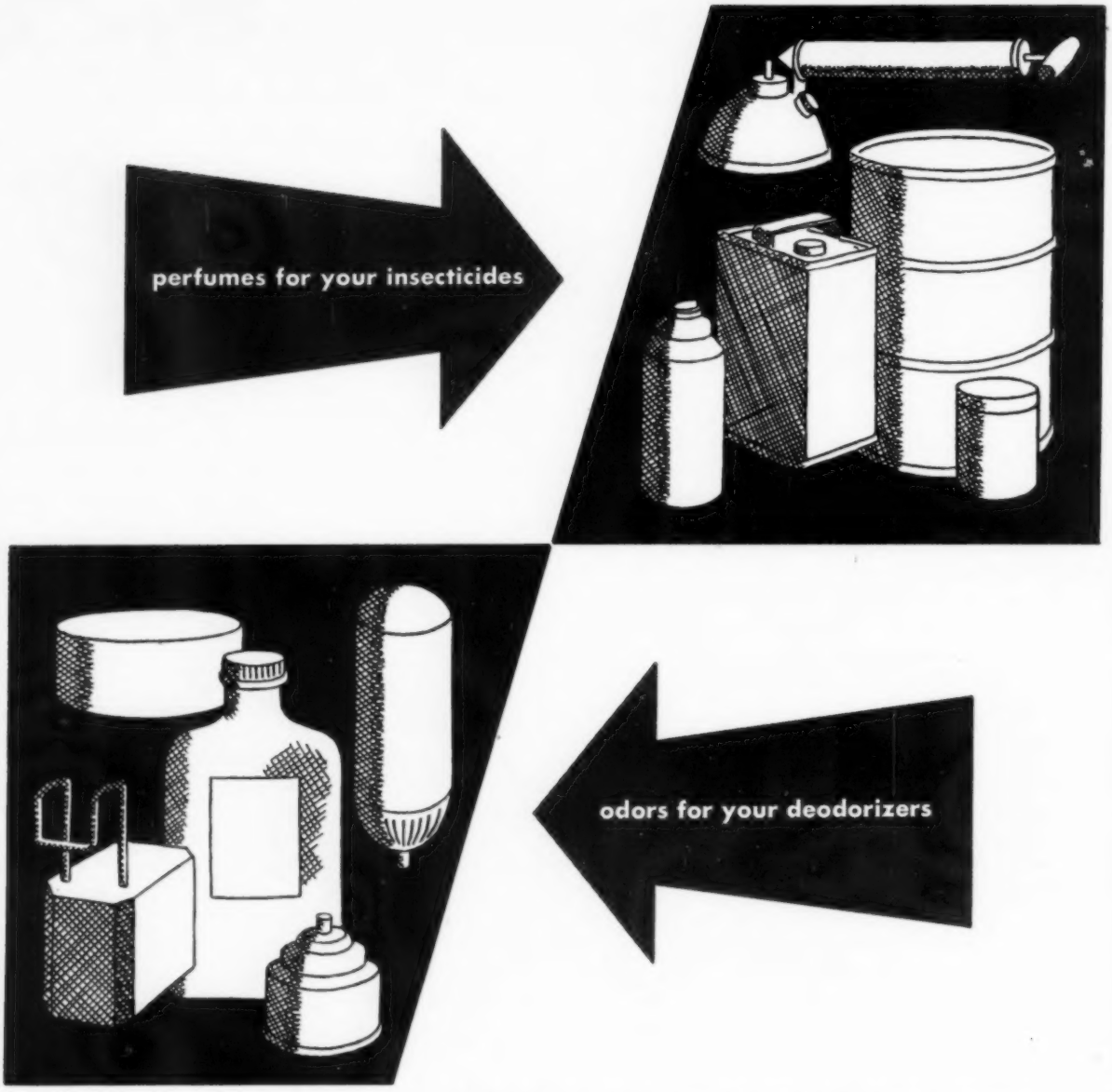

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Phenol Coefficients of Hyamine 2389

	Dilution Bactericidal in 10 min. at 20°C. Hyamine 2389	Phenol	Phenol Coefficient
Serratia marcescens	1:20,000	1:80	250
Salmonella typhosa	1:25,000	1:90	280
Micrococcus pyogenes var. aureus	1:30,000	1:60	500
Streptococcus pyogenes (C-203)	1:50,000	1:100	500
Pseudomonas aeruginosa	1:15,000	1:80	185

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containing one ml of test organism (*Escherichia coli*).

4. At intervals of one, two and five minutes one ml portions were withdrawn from the seeding pots and placed in nine ml portions of suitable inhibitors so the action of the sanitizer would be stopped. These test portions were then returned to the laboratory and plated in suitable dilutions.

In the first series of tests, the sanitizers, a quaternary ammonium compound and a hypochlorite, were mixed at an initial temperature of 65 C concentrations of 200 ppm.

The machines were washed each day after milking using a well known alkaline detergent. Once each week, the milking machine parts were soaked in an acid detergent to remove any accumulated milk stone.

The results for a five day examination follow:

Rinse Counts
(bacteria/ml of rinse water)

Date	Q.A.C.	Chlorine
Nov. 12, 1952	0	0
13, 1952	40	0
14, 1952	10	0
15, 1952	0	0
16, 1952	10	0

Milk Counts
(bacteria per ml)

Nov. 12, 1952	580	1200
13, 1952	1900	2800
14, 1952	1100	2600
15, 1952	800	2300
16, 1952	1100	2700

Speed Test for Germicidal Activity
(Bacteria per ml)

	Initial	1 min.	2 min.	5 min.
Chlorine	130,000,000	0	0	0
Q.A.C.	130,000,000	28,000,000	1,000,000	1200

Using the Weber Black technique (4), this water showed marked incompatibility in laboratory tests using 200 ppm of the quaternary ammonium compound.

The results obtained show that both sanitizers give equally good results as measured by either the rinse or milk counts. The results of the speed test show that the Q.A.C., although slow, gave a percentage kill in five minutes of 99.9991. The chlorine compound gave complete kill in one minute. In the light of the slowness of the quaternary ammonium compound, even though several minutes elapsed the results for the Q.A.C. did not appear in keeping with its activity.

In the second series of tests, the chlorine was discontinued, the Q.A.C. was prepared in cold water and a comparison was made between Q.A.C. rinsed machine and a machine rinsed with 65 C water. The results follow:

Rinse Counts
(Bacteria per ml rinse water)

Date	Q.A.C.	65 C water
Nov. 18, 1952	200	4700
19, 1952	85	80
20, 1952	40	190
21, 1952	330	190
22, 1952	2400	370

Milk Counts
(Bacteria per ml)

Nov. 18, 1952	850	1800
19, 1952	1900	1300
20, 1952	1100	4000
21, 1952	1400	1700
22, 1952	13000	1200

Speed Tests for Germicidal Activity
(Bacteria per ml)

	Initial	1 min.	2 min.	5 min.
Q.A.C.	100,000,000	93,000,000	79,000,000	54,000,000
65 C water	100,000,000	96,000,000	72,000,000	69,000,000

Again very satisfactory results were obtained using either a Q.A.C. in cold water or a 65 C water rinse as measured by either the rinse or milk counts. The incompatibility of the water is definitely demonstrated by using cold water, inasmuch as the fall in count was only 100,000,000 to 54,000,000 in five minutes. The 65 C water gave reductions comparable with the quaternary ammonium compound.

It is evident that the Q.A.C. and the 65 C water are playing a very minor role in reducing the bacterial populations of the machines. It would appear that the low counts were due entirely to proper mechanical removal by the detergent cleaning process.

In the next tests, one machine was rinsed prior to use with cold water while the control machine was sanitized by hypochlorite solution at 65 C.

The rinse counts on the machine rinsed with cold water were 170, 270, 250 and 230 organisms per ml for the four successive days examined.

The milk counts follow:

(Bacteria per ml)

Date	Cold Water	Chlorine
Nov. 25, 1952	1400	1000
26, 1952	1500	1500
27, 1952	850	600
28, 1952	780	500

Surprisingly, the cold water rinse machine gave bacterial populations, on both rinse and milk counts, comparable with those obtained with the machine treated with hypochlorite. These data show definitely that the minimum population on these machines was due to proper washing, and there was in these particular cases no reason for the use of a sanitizer except as a safety factor.

In the next series of tests, the detergent wash after milking was left out and the machines were merely rinsed with cold water after milking. One machine was rinsed with cold water again prior to milking, while again the control machine was rinsed with hypochlorite solution at 65 C.

The rinse counts for the cold water sanitizing procedure were as follows: 600, 800, 1200, 3400 and 55,000 bacteria per ml.

The milk counts follow:

(Bacteria per ml)

Date	Cold Water	Chlorine
Dec. 2, 1952	1,300	2100
3, 1952	2,200	1000
4, 1952	32,000	900
5, 1952	13,000	9000
6, 1952	66,000	1000

The influence of the washing operation is readily discernible in that a gradual rise in counts occurred and then a marked rise as the soil accumulation on the machine became apparent. The hypochlorite treatment was still effective at the end of five days in that no increase in count had occurred. With the exception of the one 9000 count, the counts represent the udder population. The average udder counts for this period were 670, 290, 900,

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2000 and 1200 bacteria per ml for the six cows.

To show the length of time this influence of the sanitizer was effective, both machines were water rinsed at the end of the milking period and prior to milking one was rinsed with Q.A.C. and the other with hypochlorite. The procedure was continued for 11 days.

The milk counts follow:

Days	(Bacteria per ml) Q.A.C.	Chlorine
1	1,500	200
2	400	1,800
3	4,000	1,600
4	1,000	19,000
5	7,500	1,700
6	8,600	8,000
7	27,000	5,000
8	99,000	17,000
9	130,000	14,000
10	160,000	75,000
11	1,600,000	78,000

The milk counts show that soil accumulation due to improper washing started in approximately four days. At this point, although the sanitizer may be responsible for some reduction, populations begin to increase gradually at first and then very rapidly. Although the chlorine-treated machine showed less bacterial contamination, both compounds failed. The role of a detergent and correct cleaning is definitely indicated.

Summary

Properly washed milking machines yield milk with a bacterial population slightly greater than the population introduced from the udder.

Checking bacterial populations of milk to determine the value of a sanitizer, without considering the influence of the cleaning operation, yields data of little value.

Poor sanitizers may appear satisfactory in milking machine checks if the cleaning operations are good.

A sanitizer should be used only as a safety factor in a cleaning operation.

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C.S.M.A. Meeting to Hear J. Earl Coke

J. EARL COKE, Assistant Secretary of Agriculture, will speak at the 40th annual meeting of the Chemical Specialties Manufacturers Assn., to be held at the Hotel Mayflower, Washington, D. C., Dec. 7 and 8. Mr. Coke, whose topic for discussion has not been announced as yet, will address the group luncheon, Tuesday, Dec. 8.

Special events to celebrate the 40th annual meeting of C.S.M.A. include the awarding of scrolls to three of the founders of the association who are still living. So honored will be M. M. Marcuse, chairman of the board of West Disinfecting Co., Long Island City, N. Y.; Carl B. Dolge, president of C. B. Dolge, Westport, Conn., and Fred Hoyt, who is now retired from Frederick Disinfectant Co., Atlanta.

The 40th annual meeting of the 39 year old trade association is expected to be the largest in its history. Nearly 1,000 manufacturers and suppliers of chemical specialties ranging from aerosols, cleaners and sanitizers, insecticides and automotive specialties having a combined retail value of over $2,000,000,000, will be represented.

In addition to Mr. Coke, other officials of the U. S. Department of Agriculture will participate, both as speakers and in presenting an exhibit of the history of aerosol products.

New officers and directors of the association will be elected during the meeting, which also features the selection of eight aerosols judged to be outstanding in seven different products classes and a best of show. Names of the winners in the second Aerosol Festival will be announced at the group luncheon on Monday, Dec. 7.

The two-day meeting, which features separate concurrent sessions of the six divisions of which the C.S.M.A. is composed, concludes with a reception and banquet Tuesday night, Dec. 8. This year for the first time ladies are invited to attend the banquet and show.

Papers and panels tentatively scheduled for the program include: the use of waxes and cleaners in floor maintenance; a new method of processing soap; insecticides for use in the dairy industry; the development of new, glass type aerosols, the evaluation of organic chlorine type disinfectants; the use of rodenticides, a symposium discussion of brake fluids, undercoats, lacquers and synthetic enamels for automotive finishes; a survey report of the retailer's reaction to aerosols; emulsion stability testing, and the final portion of a laboratory report on the need for waxing vinyl floors.

The second annual achievement award to the person or persons doing the most for the chemical specialties industry will be presented at the luncheon, Monday, Dec. 7, to Dr. F. H. La Forge and Milton S. Schechter, U.S.D.A. scientists, who synthesized allethrin.

USDA Changes Proposed

An intention to reorganize the U. S. Department of Agriculture has been announced recently by secretary Ezra T. Benson. The proposed reorganization groups the service agencies of the department into 1) federal-states relations, 2) marketing and foreign agriculture, 3) agricultural stabilization, and 4) agricultural credit. Each of these groups would be placed under an assistant secretary.

Much of the research, inspection, disease, and pest control work, now handled by the agricultural research administration, would be taken over by an agricultural research service included in the federal-states relations group. The agricultural research service would also handle the administration of the Federal Insecticide, Fungicide and Rodenticide Act, now administered by the Production and Marketing Administration, which would be abolished.

In addition to the Agricultural Research Service, the Forest Service, Soil Conservation Service, Federal Extension Service, ACP Service, and Cooperative Service would be placed under the federal-states relations group.

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Radioactive Tracers in Insecticide Research

By Paul A. Dahm*

Professor of Entomology
Department of Entomology,
Kansas State College

Part III

FERNANDO *et al.* (18) synthesized and used P^{32}-labeled diethyl phosphoric acid in their studies of the penetration, distribution, and metabolism of organic phosphates in the American cockroach, *Periplaneta americana* (L.). Their work was a continuation of the studies begun by Roan *et al.* (65).Distribution studies of microdosages of the radioactive diethyl phosphoric acid applied topically to the cervical membrane of the roach were made. Their data show that diethyl phosphoric acid followed the same general pattern of distribution in the tissues of the roach as did P^{32}-labeled tetraethyl pyrophosphate, TEPP, and the other organic phosphates studied. The distribution of TEPP and other organic phosphates in the American cockroach will be discussed later in this section.

A large portion of the physiological work on organic phosphates has been carried out using diisopropyl fluorophosphate (or fluorophosphonate and abbreviated to DFP), a compound which was apparently among the first of the highly toxic, phosphoric acid esters to be discovered. Its action on vertebrates and invertebrates is similar to the symptoms produced by injecting physostigmine. The primary mechanism of action for all these organic phosphates which are toxic seems to be their inhibition of the enzyme cholinesterase. Michel and Krop (58) tested the possibility of compound formation between cholinesterase and DFP by reacting a cholinesterase preparation from the electric eel, *Electrophorus* (*Gymnotus*) *electricus* (Biedermann), with P^{32}-labeled DFP. Radiophosphorus derived from the labeled DFP was found to be bound to protein in amounts directly proportional to the degree of inhibition of the cholinesterase. When another experiment was conducted using P^{32}-labeled sodium diisopropyl phosphate, no radiophosphorus was bound to the enzyme.

Jandorf and McNamara (37) used P^{32}-labeled DFP to study interactions between the compound and proteins of rabbit brain homogenates. When labeled DFP was incubated with the homogenates, the initial rate of uptake of P^{32} by the tissue was far higher than the rate of cholinesterase inactivation. Near-maximal binding of the P^{32} was attained at a time when more than 50 percent of the cholinesterase activity was still unimpaired. A small but significant uptake of P^{32} was obtained when a brain homogenate, previously treated with a 100-fold excess of unlabeled DFP, was incubated with labeled DFP. When the radio-DFP was subjected to mild alkaline hydrolysis, the resulting mixture added to brain homogenates produced no inhibition of cholinesterase activity and no binding of P^{32} by protein. Jandorf and McNamara (38) also studied the distribution of P^{32} in rabbit tissues following intravenous injection of P^{32}-labeled DPF (prepared by the method of Witten and Miller, 90). The P^{32} was retained in relatively large amounts by the kidney, liver, and lungs, while other organs took up only small or insignificant amounts. Of the total amount of DPF- derived P^{32} retained in the above organs, a fraction which reached 100 percent after four hours of survival was bound to tissue proteins. In the plasma, most of the P^{32} originally present was eliminated before regeneration of cholinesterase activity had started. In the erythrocytes, the elimination of P^{32} paralleled the reappearance of cholinesterase, indicating the destruction of cells, whose cholinesterase was inactiviated by DFP, and their replacement with new cells containing active esterase.

Jansen *et al.* (39) studied the inhibition of the proteinase and esterase activities of trypsin and chymotrypsin using non-radioactive DFP, TEPP, and parathion (O,O,diethyl-O, *p*-nitrophenyl thiophosphate). The DFP was without effect on chymotrypsinogen; trypsin and chymotrypsin were inhibited by minute amounts of DFP. Of the three inhibitors, DFP, TEPP, and parathion, only DFP was inhibitory to trypsin, both DFP and TEPP inhibited acetylesterase, whereas all three compounds were effective inhibitors of liver esterase. With the background data of the preceeding experiment, Jansen *et al.* (40) studied the mode of inhibition of chymotrypsin by using P^{32}-labeled DFP. It was found that the phosphorus of DFP was introduced into crystalline chymotrypsin by the inhibition reaction of DFP on chymotrypsin. The amount of phosphorus introduced corresponds to the amount of DFP previously found necessary to inhibit chymotrypsin completely. Chymotrypsinogen under the same conditions did not react with DFP. Hence the conversion of the zymogen to the active enzyme liberates not only the groups responsible for activity but also those with which DFP reacts, the two possibly being the same. It is suggested that the mode of action of DEP may well differ from other phosphate ester inhibitors such as TEPP.

*Mr. Dahm is now Professor of Entomology, Dept. of Zoology & Entomology, Iowa State College, Ames.

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Hart *et al.* (28) developed a technique for studying the skin penetration of radioactive anticholinesterases. By applying P^{32}-labeled DFP to the distal portion of a rabbit ear and placing a Geiger-Müller tube over the proximal portions of the marginal vein, skin penetration studies were accomplished.

Brauer (4) has found that in the inactivation of human plasma cholinesterase with HETP containing P^{32}, no stable combination between the esterase and a phosphorus-containing moiety of HETP took place. He suggested that the mechanism of HETP inhibition involved an exchange reaction between an active hydrogen of the protein and an alkyl group of the inhibitor. Since TEPP, the active constituent of HETP, was found by Jansen *et al.* (40) to be without effect on chymotrypsin, it is possible that some difference between the mechanism of DFP and TEPP inhibition may exist. Brauer and Pessotti (5, 6) extended the studies of Brauer (4) by preparing and using HETP containing C^{14} in the alpha-carbons of the alkyl groups. They used the labeled compound to investigate whether the enzyme inhibition involved the fixation of any part of the inhibitor molecule upon the inhibited enzyme.

Roan *et al.* (65) synthesized (but no methods were reported) the following organic phosphates containing P^{32}: TEPP, tetra-*iso*-propyl pyrophosphate or T*i*PPP, tetra-*n*-butyl pyrophosphate or T*n*BPP, and O,O-diethyl-O, *p*-nitrophenyl phosphate or paraoxon. These labeled compounds were used with the American cockroach, *Periplaneta americana* (L.), to study their penetration, distribution, and metabolism. The order of their rates of distribution throughout the body of the roach, following topical application of propylene glycol solutions, were from fastest to slowest: TEPP, T*i*PP, T*n*BPP, and paraoxon. This order closely parallels the water solubilities of these compounds. Their rates of excretion from the body of the roach, following topical applications, were in the following descending order: TEPP, T*n*BPP, T*i*PPP, and paraoxon. Tissue distribution studies with labeled TEPP indicated that the highest concentrations were found in the fore-gut, with the concentration in the blood rising rapidly at first, then falling sharply. Fernando *et al.* (18) continued the studies begun by Roan *et al.* (65). The following organic phosphates, labeled with P^{32}, were used: diethyl phosphoric acid, TEPP, T*n*BPP, paraoxon, and parathion. These compounds were either applied topically in acetone solutions to the cervical membrane or fed to the American roach. Autoradiograms and tissue assay data were used to study the penetration, distribution, and metabolism of these compounds. All the compounds followed the same general pattern of distribution in the tissues of the roach with the crop portion of the fore-gut acquiring the highest concentrations. Diethyl phosphoric acid accumulated in the central nervous system in comparable or even larger concentrations than TEPP and paraoxon in topical treatments. Diethyl phosphoric acid did not inhibit cholinesterase *in vitro*. The authors argue that the information presented in their paper is compatible with the view that cholinesterase inhibition is the result of a dialkyl phosphorylation of the enzyme. Data on the distribution of ingested doses of TEPP, paraoxon, and parathion show that TEPP leaves the crop to enter the blood stream at a slower rate than do paraoxon and parathion. This in part accounts for the absence of any toxic effects in the roach from an ingested dose of TEPP. Studies on the metabolism of TEPP after it enters the insect body both from ingestion and from topical application showed that the greater part, if not all, of the TEPP in the crop and the blood stream, after topical treatment of a roach, retains its anticholinesterase activity, while after ingestion, the TEPP in the crop is still active after 24 hours. The radioactive material in the blood after such a treatment apparently does not retain its cholinesterase activity. Evidence is presented to support the work of Brauer and Pessotti (5, 6) and Michel and Krop (58) which shows that in the inhibition of cholinesterase by the phosphate esters a chemical combination of inhibitor with enzyme takes place.

Lockau *et al.* (54) have also labeled parathion with P^{32} and used the radioactive material for the determination of its uptake by insects and its ability to penetrate into plants. Cuticular applications were made with a water emulsion of the compound and amounts of parathion sufficient to produce mortality were determined with the American roach and *Drosophila melanogaster*. The penetration into apples of a water emulsion of the radioactive compound was also studied.

Lockau and Ludicke (53) report the details of the preparation of P^{32}-labeled parathion which were not included in the earlier paper by Lockau *et al.* (54). The authors used this radioactive parathion to conduct a careful study of the penetration and distribution of water emulsions of the insecticide applied to the pronotum of American cockroaches, *Periplaneta americana* (L.). From pooled tissue samples of groups of ten cockroaches, the authors found that the radioactivity from the insecticide and/or its metabolites was widely distributed throughout the insects. The highest activities were found in the head and the gut. In the case of the head, the radioactivity was believed to be associated with the brain and suboesophageal ganglia; in the case of the gut, the radioactivity was believed to be due to the excretory function of the gut and associated appendages. The total radioactivity recovered from the tissues of the insects was equivalent to 3.57 micrograms of the radioactive parathion; the lethal dose was assumed to be less than this value since it was stated that a portion of the parathion was either resorbed and metabolized by enzymes of the fore-gut or by enzymes before it ever got to the fore-gut.

Jensen *et al.* (43) have studied the fate of parathion in rabbits treated dermally and intravenously with S^{35}-labeled parathion prepared according to the method of Jensen and Pearce (45). There was very little accumulation of parathion or a sulfur-bearing portion of the molecule in the blood, organs, or tissues. The parathion or sulfur-containing degradation products were rapidly excreted in the

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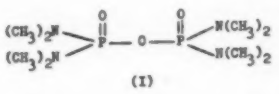
urine. The excreted moiety appeared to be an inorganic residue of parathion.

In a continuation of studies of the fate of parathion fed to a lactating animal like the dairy cow (Dahm *et al.*, 12, Pankaskie *et al.*, 61), parathion doubly labeled with P^{32} and S^{35} has been fed in capsules to a goat by Hein *et al.* (34). A comparison was made with a similar administration of P^{32} in the form of an inorganic phosphate. The radioactivity of samples of milk, blood, urine, and feces taken during the 24 hours following administration of the radioactive parathion and inorganic phosphate was determined. It was apparent that quite different metabolic pathways were being followed by the two labeled chemicals. The inorganic phosphorus appeared in the milk in a manner similar to that reported by Kleiber *et al.* (48). The labeled portion of the parathion molecule began to appear in the urine almost immediately after administration. These experiments strongly indicated that the labeled portion of the parathion molecule was excreted rapidly in the urine. This information, coupled with the previous experimental work, implies a rapid degradation and detoxication of orally administered parathion in the dairy cow and goat. Illustrations of the radioactivity data have been included in a review paper by Dahm (11).

Distribution studies of P^{32}- and S^{35}-labeled parathion applied topically to the American roach have been made by Dahm and Robbins (13). The high concentration of the parathion or a labeled moiety of the molecule in the fore-gut led to histological and autoradiographic studies with this organ. A picture of an autoradiogram of a transverse section through the "oesophagus" portion of the fore-gut of a male American roach which had received a topical application of this doubly labeled parathion has been included in a review paper by Dahm (11).

Gardiner and Kilby were apparently the first to publish on the preparation (24, 25) and use (24) of a P^{32}-labeled form of the systemic insecticide commonly designated as OMPA, but more properly designated as octamethyl pyrophosphoramide or bis (bis-dimethylaminophosphonous) anhydride. They reported pilot experiments with the radioactive material on absorption and transport in plants. David (15, 16) used P^{32}-labeled OMPA, prepared by the method of Gardiner and Kilby cited above, to study the absorption of this systemic insecticide into plants and its action on aphids. Most of the experiments were on broad beans, *Vicia faba* L., infested with the bean aphid, *Aphis fabae* Scop., but some young cabbages infested with the cabbage aphid, *Brevicoryne brassicae* (L.) and the green peach aphid, *Myzus persicae* (Sulz.), young peas infested with the pea aphid, *Macrosiphum pisi* (Kltb.) (=*Acyrthosiphum onobrychidis* Fons.), and strawberry plants infested with the strawberry aphid, *Capitophorus* (=*Pentatrichopus*) *fragaefolii* (Ckll.) were used. Newly sprouted hops sometimes infested with the bean or strawberry aphid were also employed. The radioactive OMPA was absorbed by the roots of broad beans placed in culture solutions containing it. The level of radioactivity in the plant increased as the solution was absorbed and was higher in the roots bathed by the solution containing the radioactive OMPA than in the rest of the plant. The activity of the remaining culture solution increased as more OMPA was absorbed, showing that the roots also selectively rejected the compound or at least the labeled portion of the compound. The radioactive OMPA was absorbed more slowly from soil than from sand. In both cases the concentration per gram of tissue was highest in the leaves on the middle part of the stem.

By introducing the insecticide by the cut tap-root technique it was shown that about 50% of the OMPA was decomposed within the plant in eight days. The concentration of undecomposed OMPA in the plant necessary to give a complete kill of the bean aphid was about 50 mg. per kg. (50 ppm) of beans. Dead aphids were found to contain about 15 to 20 mg. per kg. of radioactive material, calculated on the assumption that it was undecomposed OMPA. The honeydew of aphids feeding on treated plants was also radioactive. Absorption and translocation of radioactive material occurred following the application of the radioactive OMPA to the leaves of the broad bean, cabbage, hop, pea, and strawberry. In the broad bean-radioactive material could be detected within the leaf a few hours after it had been applied to the surface. In all plants there was evidence that radioactive material was translocated to untreated parts. Much more was translocated to leaves younger than those treated than to leaves older than those treated. No measurable quantity of the radioactive material was transpired by plants taking up the radioactive OMPA by the roots.



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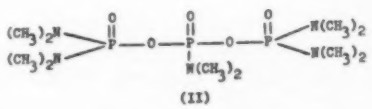

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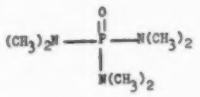

(III)

Hartley (29) cites the preparation and use of radioactive OMPA and the biologically inactive ortho compound, *tris* (dimethylamino) - phosphine oxide, by a team lead by Dr. D. F. Heath. This paper includes also a discussion on the biochemistry of systemic insecticides in animals and plants.

A team of workers associated with Pest Control, Ltd. in England (Hartley *et al.* 30, Heath *et al.* 31 and 32) have found it advantageous to label the compounds formed in the commercial production of OMPA with P^{32}. Hartley *et al.* (30) were greatly aided in their studies of the composition and analysis of commercial OMPA by employing P^{32} in a laboratory preparation of this systemic insecticide by the commercial method of preparation. Commercial OMPA was shown to contain, in addition to octamethylpyrophosphoramide (see I left), a comparable amount of triphosphoric acid pentadimethylamide (II). This latter compound was apparently as good a systemic insecticide

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as (I) but was much less toxic to mammals. A separate synthesis of the triphosphoric acid pentadimethylamide (II) containing P^{32} was carried out in order to study more thoroughly the behavior of this compound in biological and analytical tests. A smaller amount of orthophosphoric acid trisdimethylamide (III) and minor amounts of perdimethylamides of higher polyphosphoric and cyclic metaphosphoric acids were also found in the commercial material.

A method of analysis for OMPA, based upon the various rates of alkaline hydrolysis and differences in the partition coefficients of the compounds listed above, was described.

As a result of identifying the several compounds listed above (Hartley *et al.* 30) in the commercial production of OMPA, Heath *et al.* (31, 32) studied the decomposition of these compounds, labeled with P^{32}, in plants. In one instance (Heath *et al.* 31), test plots of strawberries, sugar beets, hops, and brussels sprouts were sprayed at various times from May to October with a radioactive composition containing approximately equal proportions of the systemic insecticides octamethylpyrophosphoramide (compound I above) and its higher homologue, triphosphoric acid pentadimethylamide (compound II above). On analyzing the sprayed crops at various times after spraying, it was found that the concentration of both compounds in the plant fell at much the same rate, and that this rate varied little among the plant species treated providing all were treated at the same time of the year. The rate of lowering the concentration slowed as the year progressed from May to September and became very slow in October. It was shown that the plants decomposed the insecticidal compounds and that the lowering of insecticidal concentration with time was probably due largely to this decomposition within the plants. In another study (Heath *et al.* 32), sugar beets and strawberry plants were treated with octamethylpyrophosphoramide (compound I above) and orthophosphoric acid trisdimethylamide or tri- (dimethylamino) phosphine oxide (compound III above), both labeled with P^{32}. Both compounds were decomposed at similar rates in the two species of plants. When sugar beet plants treated with I were analyzed 10 to 14 days after treatment, it was shown that the P^{32} in the beet existed only as the unchanged compound (I) and products not extractable from water by chloroform. When sugar beet plants treated with III were analyzed it was found that, besides the unchanged compound (III) and non-chloroform extractable compounds, some material less extractable by chloroform than compound (III) was produced. The authors theorized that the plants probably attacked both compounds in the same way, oxidizing them by enzyme action.

A field application of OMPA labeled with P^{32} (supplied by Pest Control, Ltd.) has been described by Stein *et al.* (70). The spraying of the non-radioactive systemic insecticide was suggested as a control measure to protect peanut plants against an aphid (*Craccivora* sp.) which is the vector for an economically important virus which infects peanut plants in the Transvaal (Union of South Africa), producing an external or visible foliage and growth symptom locally referred to as "rosette". The tracer-labeled compound was used in the field, at the same time the non-radioactive compound was being used, to study the movement of the insecticide in the plants. A small plot of peanut plants was sprayed by hand and plant samples were taken immediately after spraying and at intervals of a few days, up to 25 days, after spraying. Roots, nuts, and soil samples were tested for total radioactivity only. It was found that decrease in radioactivity in the parts above ground was due to loss of OMPA as a whole. The largest loss was due to evaporation immediately after spraying and a further loss took place by movement into the roots, nuts, and soil. There was no decomposition of OMPA until more than 18 days after spraying. The radioactivity in the roots and soil samples increased steadily with time.

Wedding and Metcalf (79) have studied the translocation of P^{32}-labeled octamethyl pyrophosphoramide (supplied by Pest Control, Ltd., Cambridge, England) in the bush bean, *Phaseolus vulgaris*, Black Valentine variety. Aqueous solutions containing known amounts of radioactive and non-radioactive OMPA were added to the soil of pots containing approximately three- to four-week old bean plants. Three types of experiments were performed; portions of the plants were sampled at intervals after application of the radioactive insecticide and the radioactivity of the samples determined, the radioactivity *in situ* was determined by placing a Geiger-Muller tube on the leaves of the living plants, and extracts from the plants were evaluated for cholinesterase activity and for toxicity to the two-spotted spider mite, *Tetranychus bimaculatus* Harvey. The OMPA tended to accumulate more rapidly in both the stem and leaves of younger rather than older tissues. It was found that the OMPA moved through the stem at an approximate rate of 20 cm./hr. after the insecticide had been taken up from the soil. Less than one per cent of the OMPA added to the soil was recovered from the above-ground portions of the plant after 120 hours of exposure. The P^{32}-containing compounds detected in the plant were toxic to the two-spotted spider mite, and insecticidally inactive breakdown products of OMPA were found after eight days of exposure.

The behavior of P^{32}-labeled OMPA (supplied by the Monsanto Chemical Co., St. Louis, Mo. and Pest Control, Ltd., Cambridge, England) has been studied in citrus plants by Metcalf and March (57). The citrus plants used consisted of the lemon, *Citrus Limon* (L.) Burm., the sour orange, *C. Aurantium* L., and the Valencia orange, *C. sinensis* (L.) Osbeck. Experimental procedures included radiometric and biological evaluation of the activities in $CHCl_3$/1 N NaOH partitions of homogenized leaf samples, manometric anticholinesterase measurements of leaf homogenates, and autoradiograms of leaves and fruit sections. The citrus red mite, *Paratetranychus citri* (McG.) and the greenhouse thrips, *Heliothrips haemorrhoidalis* (Bouche) were used in the biological tests. When OMPA was applied in water culture to the roots of lemon seedlings, the insecticide was readily absorbed and trans-

(*Turn to Page* 165)

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Aerosol Shave Patent Suit

TAKING of depositions in the civil suit of Carter Products, Inc., Joseph G. Spitzer and Marvin Small against Colgate-Palmolive-Peet Co. and four other defendants, was to get under way in Baltimore, Nov. 18. The civil action, No. 6924, filed in the U. S. District Court for the District of Maryland, Baltimore, is based on unfair competition and infringement of U. S. Patent No. 2,655,480.

The patent, which covers a "lather producing composition," is the basis for Carter's aerosol shave cream "Rise." Patentees are Joseph G. Spitzer, Irving Reich and Norman Fine. The latter two assigned the patent to Mr. Spitzer, who with Mr. Small licenses the patent on an exclusive basis to Carter Products, Inc.

On the day of the issuance of the patent, Oct. 13, 1953, Carter Products and Messrs. Spitzer and Small issued the complaint against Colgate, Noxzema Chemical Co., Stalfort Pressure-Pak Corp., John C. Stalfort & Sons, Inc., and Read Drug & Chemical Co., the latter four of Baltimore.

The patent, which contains 21 claims, covers the invention of pressurized lather composition comprising essentially a soap solution and a volatile propellent of low water solubility in liquid phase enclosed in a pressure-tight container which upon release from the container through a valve controlled opening is propelled and expanded into a lather by the vapor pressure of the volatile propellent.

The complaint filed by the plaintiffs contains six counts, three of which are specifically against Colgate; a fourth which mentions Colgate, Stalfort and/or Stalfort & Sons; a fifth against all defendants and a sixth against all defendants for threatened infringement.

In Count I, it is pointed out that prior to November, 1948, Mr. Spitzer made certain discoveries relating to the use of pressurized lather composition for shaving and other purposes. Mr. Spitzer, prior to that date, was an associate and partner of Mr. Small in various business ventures. They decided to promote the Spitzer discoveries as partners in a joint venture. On Nov. 17, 1948 the two partners engaged Foster D Snell, Inc., New York consultant, to aid in the development of their ideas. Norman Fine and Irving Reich employed by Snell at the time were assigned to work with Messrs. Spitzer and Small, according to the complaint.

About April, 1949, Messrs. Spitzer and Small negotiated with Carter for commercial exploitation of their ideas. Carter agreed to this on an exclusive license basis.

A patent was applied for around Nov. 2, 1949 by Messrs. Spitzer, Fine and Reich, and was granted Oct. 13, 1953. Norman Fine and Irving Reich assigned to Mr. Spitzer their entire right to the invention and patent application on Oct. 31, 1949. This was recorded in the Patent Office records Nov. 2, 1949.

Later, around Feb. 8, 1950, Messrs. Spitzer and Small granted to Carter a "composition agreement" whereby Carter received the exclusive right and license to manufacture and sell the licensed products useful in the drug, toilet goods, cosmetic and pharmaceutical fields only. According to the complaint, Carter has spent large sums preparing a pressurized lather product for general sale. In April, 1950, the complaint states that Carter advertised and built up large sales for "Rise" aerosol shave cream based on the patented composition.

Carter charges in its complaint that on or about Sept. 15, 1950 Colgate "wrongfully, intentionally, wantonly and maliciously" obtained from Norman Fine the trade secrets to which Carter was exclusively entitled, including the subject matter of the patent application. Mr. Fine, as a Colgate employee, "actively participated, assisted and in large part guided, Colgate in reproducing, imitating and preparing for large scale manufacture a pressurized shave lather composition which was an embodiment of" Carter's trade secrets.

Colgate is also charged with inducing Read Drug & Chemical Co. to sell "Rapid-Shave," Colgate's aerosol shave product; with filing patents based on the work of Fine for Carter; with revealing trade secrets to Noxzema, Stalfort, Stalfort & Sons, who packaged "Rapid Shave" as well as similar products for Noxzema and Mennen Co., Morris Township, N. J.

In the prayers following the six counts, the plaintiff seeks to have Colgate enjoined from disclosing trade secrets relating to the patent; to pay punitive damages (for unfair competition by claiming its product is an "original" new invention); to pay plaintiff cost of the legal action and attorney's fees; to enjoin Colgate from further misrepresentations. Stalfort is similarly requested to be enjoined from disclosing any of the trade secrets covered and also to pay punitive damages and bear the cost of the legal action. Treble damages are asked in the prayer following the fifth count against all defendants. This prayer also seeks an injunction against further alleged infringement. The sixth count prayer seeks an accounting for damages and profits from alleged infringement as well as punitive damages and attorney's fees.

—— • ——

Fete P. C. Magnus

P. C. Magnus, president of Magnus, Mabee and Reynard, Inc., New York essential oil firm, was tendered a surprise birthday party on October 23, 1953 at the Waldorf-Astoria Hotel, New York.

The party, commemorating Mr. Magnus' 60th anniversary, was attended by associates in his firm and friends in the business and political worlds.

Mr. Magnus, who had returned the day before from Cuba, where he represented the East River Savings Bank of New York as a member of its Board of Trustees at the annual convention of the Savings Bank Association of New York State, has been associated with MM&R for 42 years. He has been president of his firm since 1917.

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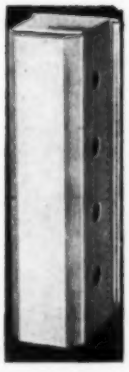

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N. P. C. A. Meets, Elects Ritt

Dr. Ralph E. Heal is chosen executive secretary to succeed the late William O. Buettner. R. E. Kious is new N.P.C.A. public relations director.

DR. RALPH E. HEAL, who has been serving as acting executive secretary of the National Pest Control Association since the death of William O. Buettner early in September, was named to succeed Mr. Buettner by the board of directors at N.P.C.A.'s 21st annual convention held at Hotel Nicollet in Minneapolis, Minn., October 19-21. At the same time it was announced that R. E. Kious, former training specialist with Division of International Health in Washington, D. C., had been selected as public relations director for the association.

More than 500 pest control operators and guests attended the three-day meeting which also elected 1953-54 officers. New president is A. E. Ritt, Vogel-Ritt Agency, Philadelphia. Mr. Ritt was one of the early members of the NPCA's advisory board, and more recently has served on its finance committee. Arden W. Price, W. B. McCloud & Co., Chicago, and Charles V. Kyle, Extermital Chemicals Co., Dayton, O., were re-elected executive vice-president and treasurer, respectively.

RALPH E. HEAL

Emphasis of the program was placed on the need for PCO's to increase their activities in the field of pest control sanitation. Dr. Harold Gunderson, extension entomologist at Iowa State, pointed out how the number of grain elevators using PCO services had increased since the Food & Drug Administration initiated its program of inspection and seizure of contaminated grain. There is still a fertile field, he said, for PCOs to develop much more new business among stored grain processors.

Maurice P. Kerr, Minneapolis FDA chief, requested the aid of pest control operators in helping his depleted staff reduce the costly damage caused by insects and rodents in the food industry. Wherever possible, Mr. Kerr reported, his agents recommend the use of PCOs to maintain pest-free premises.

Walter Snyder, executive director of the National Sanitation Foundation, Ann Arbor, Mich., was frank to admit that his group has been unsuccessful in defining environmental sanitation because so many persons have different ideas on what it encompasses. He did say the ultimate goal of professional pest control should be "the improvement of the culture and way of life in this country."

Another speaker, Laverne Penn, sanitarian with the Milwaukee Health Department, emphasized the need for better cooperation between PCOs and city sanitarians. Both are in business for different reasons, he pointed out, but they are not at cross purposes. "While the sanitarian's role is to promote public health, it is not to provide it. The sanitarian sells the need for pest control service, and the PCO sells the service," he pointed out.

Sanitation is also an important part of the answer to problems of insect control where resistance to insecticides has developed, according to Dr. A. W. Lindquist, chief of the division of insects affecting man and animals at the USDA's Bureau of Entomology & Plant Quarantine in Washington. There still is no chemical that can be substituted for DDT and other chlorinated hydro-carbons to which insects have built up an inmunity. Sanitation is recommended as standard practice, but there is still a great demand for and need of control with chemicals.

Dr. E. R. Kalmbach, biologist with the Fish & Wildlife Service, Denver laboratories, discussed the problem of pigeon, starling and sparrow control. Here again, sanitation—the cleaning up of food supplies for these commensal birds—was stressed. He detailed ways and means of mechanical control for these pests, and observed that the use of radar has so far proved ineffective.

A full day was spent on termite control problems resulting from the slab-type homes dominating new building the country over. R. Joseph Kowal, senior entomologist in charge of forest insect investigations of the BEPQ,

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U.S.D.A. at Gulfport, Miss., reported on the investigations his department is making into this situation. Architect, David B. Maxwell, of Oxford, O., explained the difficulties house designers meet in planning a termite-proof house. Karl Hassler, Neil A. Maclean Co., Los Angeles, told termite operators of the work being done on the west coast with ethylene dibromide as a soil fumigant for termites. This is an entirely new approach to the problem, but one which appears to hold much promise in warmer climates. EDB has no residual value, it can wipe out entire termite colonies. It is relatively easy and economical to make annual inspections and refumigate if necessary.

Termite operators themselves took the floor during an afternoon session to discuss treatment of radiant-heat and other slab construction, termite clearances, and inspection reports. Termite operators Myron W. Smith, Robert M. Russell, Wayne K. Davis and Robert B. Mesecher were the speakers.

The pros and cons of legislation were covered by J. Ira Courtney, registrar of California PCOs, and by operators J. Earl Griffin and Harold Schnorrenberg of Oklahoma, and Robert R. Schendel from Kansas.

A special memorial service for William O. Buettner, first president and 19-year executive secretary of the association, was held during the first meeting of the convention.

The 1954 convention of the National Pest Control Assn. will be held in Miami Beach, Fla. The meeting will be of four days' duration with only morning sessions scheduled—leaving afternoon and evenings open for social events. Tentative dates for the meeting are Wednesday through Saturday, October 20-23, 1954.

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National Opens Branch

National Aniline Division, Allied Chemical & Dye Corp., New York, recently opened a branch office in Atlanta, Ga. John Boykin, previously resident representative in Atlanta, has been named branch manager. National's new service facilities include an application laboratory and local warehouse stocks.

Eastern Regional N.S.S.A. Meeting Set for New York City, Nov. 18-19

PROGRAM details for the eastern regional meeting of the National Sanitary Supply Assn., to be held Wednesday and Thursday, Nov. 18 and 19, at the Park Sheraton Hotel, New York, have just been announced by Martin J. Peters of Moore Brothers Co., New York, chairman.

Highlights of the two-day meeting include an address by David M. Ginsburg, national president of N.S.S.A., as well as a talk by Leo J. Kelly, executive vice-president of N.S.S.A. In addition to two panel discussions, one dealing with ways manufacturers can aid jobbers, the other on floor maintenance, the group will hear from Jerome Trichter, assistant commissioner in charge of environmental sanitation for the New York City Department of Health. Don F. Copell, vice-president in charge of engineering and training for Wagner Baking Corp., Newark, N. J., will discuss "Selling Sanitation" and George M. Tompkins, director of sanitation, Arnold Bakers, Inc., Port Chester, N. Y., will speak on "A Sanitarian Talks to Salesmen." "Problems of a Purchasing Agent" will be reviewed by G. W. Howard Ahl, general purchasing agent of Philip Morris & Co., New York, and Walter E. Brunauer, director of sales personnel development, Lily-Tulip Cup Corp., New York, will speak on "Communicating with Your Salesmen."

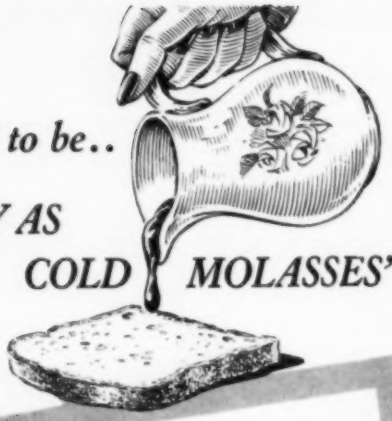
The two-day meeting opens at 10:00 a.m., Wednesday, Nov. 18. A group luncheon, afternoon discussion session and reception and banquet comprise the first day's activities. The second and final day of the meeting opens with a morning session beginning at 9:30 a.m. After the group luncheon the discussion continues until 3:00 p.m., when the meeting concludes. The complete program follows:

WEDNESDAY, NOVEMBER 18

8:00 a.m. Registration. (Towers Club Suite, 27th floor)
10:00 a.m. Meeting Convenes. (Towers Club Suite, 27th floor). Opened by Martin J. Peters, Moore Brothers Co., New York, chairman.
10:05 a.m. Invocation.
10.15 a.m. Pledge of Allegiance to the Flag.
10:20 a.m. Introduction of Officers by Mr. Peters.
10:30 a.m. Welcoming Address by W. James Reider, president, George T. Johnson Co., Medford, Mass., eastern regional vice-president, N.S.S.A.
10:45 a.m. President's Address by David M. Ginsburg, Scientific Supply Co., Denver, national president, N.S.S.A.
11:00 a.m. "How to be a Preferred Salesman," by Leo J. Kelly, executive vice-president, N.S.S.A.
11:30 a.m. Adjourn for lunch.
12:00 noon. Luncheon (Towers Club Suite, 28th floor).
1:30 p.m. "A Sanitarian Talks to Salesmen" by George M. Tompkins, director of sanitation, Arnold Bakers, Inc., Port Chester, N. Y.
2:00 "Evaluation of Deodorants" by Haldane Gee, Foster D. Snell, Inc., New York.
2:30 p.m. "Trends in the Sanitary Supply Industry" by Shim D. Lehrman, A. J. Lehrman & Sons, Harrisburg, Pa., N.S.S.A. board member.
3:00 p.m. "What Can Manufacturers Do to Help Promote Sales?", panel discussion participated in by Allen Rosenstock, Baer Paper Co., Baltimore; Victor Goeppert, I. Janvey & Sons, Hempstead, N. Y.; Lester Brown, I. Edward Brown Co., New York.
6:00 p.m. Cocktails (Chinese Room)
7:00 p.m. Dinner and Floor Show (Tropical Room).

THURSDAY, NOVEMBER 19

9:30 a.m. Films and Slides on Floor Maintenance.
10:15 a.m. "Problems of A Purchasing Agent" by G. W. Howard Ahl, general purchasing agent, Philip Morris, Ltd., New York.
10:45 "Municipal Sanitation" by Jerome Trichter, Assistant Commissioner, in charge of environmental sanitation, New York City Department of Health.
11:00 a.m. "Floor Maintenance" A panel discussion participated in by Emanuel Gantz, Empire Brushes, Inc., Port Chester, N. Y.; Jacob Kahn, Windsor Wax Co., Hoboken, N. J.; Harold Schmidt, Federal Varnish Div., Chicago; Frank Coyle, Hild Floor Machine Co., Chicago.
12:00 noon. Luncheon. (Towers Club Suite, 28th floor)
1:30 p.m. "Selling Sanitation" by Don F. Copell, vice-president in charge of engineering and training, Wagner Baking Corp., Newark, N. J.
2:00 p.m." Communicating with Your Salesmen" by Walter E. Brunauer, director of sales personnel development, Lily-Tulip Cup Corp., N. Y.
3:00 p.m. Adjourn.



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News

Lee MGK Sales Head

The appointment of Joseph E. Lee as sales manager, chemical division, was recently announced by Paul

JOSEPH E. LEE

D. Torpin, vice-president in charge of sales of McLaughlin Gormley King Co., Minneapolis. Mr. Lee makes his headquarters in the company's general offices at Minneapolis.

Mr. Lee, who received his training at Washington and Lee University and Northwestern University, joined M.G.K. in 1948 as a representative of the company in the Chicago district. Prior to his association with M.G.K., he was with Westvaco Chemical Co., New York, in the sales organization.

Noxon Appoints Iger

Appointment of Arthur I. Iger as executive director and advertising manager of Noxon, Inc., Jersey City, N. J., was announced recently by Robert G. Janover, president. Mr. Iger succeeds John L. Swarts. Previously Mr. Iger was with Muirson Label Co., New York.

Du Pont Wax with Ludox

Fall promotion on its "Safety Floor Wax" was begun recently by E. I. du Pont de Nemours & Co., Wilmington, Del., in several major marketing areas. The du Pont wax, which contains "Ludox" colloidal silica as the anti-slip ingredient, was advertised in larger space in dailies in several of the five metropolitan areas, including, New York, where the wax is being marketed. The new du Pont wax, which is produced by the Fabrics and Finishes Department, has a suggested retail selling price of $1.29. Marketing areas include Boston, New York, Buffalo and Wilmington. The safety factor is stressed in the advertising for the wax, and the trade name, "Ludox" is featured prominently.

New Baird & McGuire Office

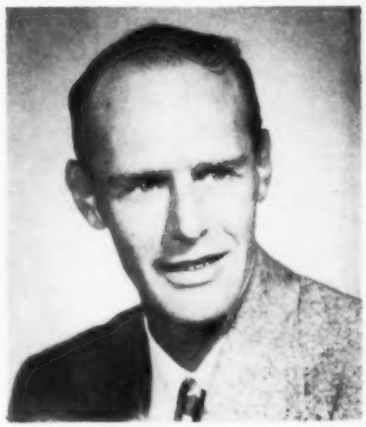
Expansion of its research laboratory facilities has made it necessary for Baird & McGuire, Inc., Holbrook, Mass., to move its offices from the plant to a newly completed cottage type office building on the plant grounds, it was announced recently. The research laboratories have been enlarged because Baird & McGuire is now manufacturing a wide variety of such agricultural chemicals as DDT sprays; 2, 4-d weed killers; 2, 4-5T brush killers and a complete line of agricultural insecticides.

Geigy Names Hodgson

Appointment of R. H. Hodgson as assistant general sales manager of the insecticide division was announced recently by Geigy Co., New York. Mr. Hodgson was formerly assistant Southeast sales manager. A 1935 graduate of the University of Georgia, he was Southeast representative of the Multiwall Bag division of Union Bag & Paper Corp. from 1940 to 1952, when he joined Geigy as state sales manager for Georgia.

Joins Piatt & Smillie

Bernard A. Niehuser has been appointed regional manager to assist in the West Coast sales development program of Piatt & Smillie Chemicals, Inc., St. Louis, it was announced recently by W. B. Smillie, president. Mr. Niehuser is covering Portland, Seattle, San Francisco and Los Angeles. A graduate of the University of Portland, he was first employed by the U. S. Department of Commerce as a meteorologist. He served as a first lieutenant in the U. S. Air Forces as a meteorologist and instructor of navigation from 1942 to 1946. Following this he was employed by Best Foods, Inc., and White Rock Beverage Co. in sales capacities. Prior to joining Piatt & Smillie, Mr. Niehuser had his own electrical appliance business. Mr.



BERNARD A. NIEHUSER

Niehuser, who is 37, resides in San Bruno, Calif., with his wife and three children.

Isco Names Cox

The appointment of Douglas Cox as district sales manager for the Chicago office of Innis, Speiden & Co., New York, was announced recently by M. H. McAllister, president. Mr. Cox was formerly with Chicago Apparatus Co.

Vaporizer Makers Meet

M. G. Parnell, Insect-O-Lite Co., Cincinnati, president of the National Association of Insect Vaporizer Manufacturers, recently announced a meeting of the group at the Alms Hotel, Cincinnati, Oct. 9. Members discussed future plans for the group, which was organized about a year ago. At the Oct. 9 meeting plans to devote part of the association's activities toward combatting unfavorable publicity affecting the sale of insecticide vaporizers were discussed. Vaporizer manufacturers not already members of the organization are invited by Mr. Parnell to consult with him regarding membership. Other officers of the NAIVM include C. E. White, Vapor Chemical Co., Rives Junction, Mich., vice president; Walter Kohn, Walter

NO-TRAX MATS

Heavy-Duty Custom Built NO-TRAX All Rubber Link Mats afford safe, sure footing under all conditions. Sure grip treads hug the floor and HOLD the mat in place. Tapered edges prevent tripping. Famous "Squee-Gee" action catches all mud, gravel, dirt, snow, water, etc. NO-TRAX by the roll gives the jobber a custom size mat at a standard size price. Available in standard widths — 24", 30", 36", 48", 60" — Lengths as desired. Black — Green — Red — White. All with black edging. Nosing on ends only at slight extra cost.

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direct from our own private sources

ORANGE • BUTTON

high grades • wax free • garnet

SIAMLAC: high flow, long life

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- Vials to Quarts, Glass or Tin.
- Up to 10 Spouts for Small Containers. Quick Change-Overs. Cleans Itself, 5 Minutes.

ONLY ONE OPERATOR for Loading and Filling.

LOW PRICED BENCH AND STAND MODELS

ACTUALLY PAYS FOR ITSELF IN A FEW WEEKS

WRITE FOR FREE TRIAL OFFER

Whirlwind SCREW CAPPER

Replaces Uncertain Hand Capping; Eliminates Fatigue and Worn-Out Fingers.

Any Cap — Any Container — Perfect Sealing! Adjustable Tension Device Controls Cap Tightness. Portable, Flexible, Fast; Easy to Operate.

Can You Afford to Be Without It?

ACT NOW! Send Sample Caps for FREE TRIAL.

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STOP FIRES FROM SPREADING WITH

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A SCIENTIFIC, LABORATORY PROVEN AND TESTED PRODUCT

All products shipped in bulk or packaged for resale.

Check these outstanding features . . .

- √ Has been approved by Fire Prevention Division of K. C., Mo. Fire Department.
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- √ Can be used as a brush, spray or rinse.

OTHER PER-MO PRODUCTS . . .

- Mothproof Liquid (5 year guaranteed)
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- Rat and Mice Liquid
- Red Squill Rat Paste
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WRITE TODAY FOR FULL DETAILS!

PER-MO PRODUCTS CO. — 3602-04 WOODLAND — KANSAS CITY, MO.

PER-MO
STANDS THE TEST
IT'S BY FAR THE BEST

C. Kohn Co., Chicago, treasurer; and D. J. Francis, Home Mfg. & Sales Co., Piqua, O., W. Berghofer, Electrocraft Co., Milwaukee, and J. L. Weibel, General Mfg. & Dist. Co., Quincy, Mich., directors.

Second N.S.S.A. Digest

The second number of the *Digest of Modern Sanitation Methods* was published recently by the National Sanitary Supply Association, Chicago. The *Digest* contains 15 articles dealing with sanitation methods, equipment and problems involved in cleaning, maintenance and related fields. The articles are reprinted from various trade, business and professional publications. Copies of the *Digest* are distributed free to members of the National Sanitary Supply Association. Additional copies are 50 cents each, and if ordered in quantities of 25 or more are 40 cents. The N.S.S.A., through its executive vice-president, Leo J. Kelly, suggests that copies be placed in the hands of sanitary supply buyers in institutions, industry, schools, public buildings, etc.

The 48-page *Digest,* which measures 8½ x 11 inches, also carries a reproduction of the award of merit recently presented to N.S.S.A. for having "rendered outstanding service to the industry it represents, as well as to the American public." The N.S.S.A. code of ethics is also carried in the *Digest,* on the back cover of which is space for imprinting the names of persons or firms wishing to distribute extra copies to their customers or prospects.

Flooring Resists Grease

Development of an oil and grease resistant flooring has recently been announced by United Laboratories, Inc., Cleveland. Known as "Syloc," the product is a type of oxychloride cement that is said to be resistant to absorption of oil, grease, fats and solvents of many kinds. Each "unit" is proportioned and packaged at the factory and is designed to cover a pre-determined area at an average depth of one-half inch. The product may be applied directly over old surfaces of concrete or wood and is available in a choice of several colors.

Canco Executive Changes

The elevation of T. E. Alwyn, vice-president of American Can Co., New York, to the executive department, where he works directly with other principal executive officers in the overall administration of the company, was announced recently by William C. Stolk, president. Mr. Alwyn's former duties as sales director of the company have been assumed by D. B. Craver, general manager of sales, who has been elected vice-president in charge of sales.

T. E. ALWYN

D. B. CRAVER

Mr. Alwyn, who has been with American Can Co. for 30 years, joined the firm as a sales trainee at the Brooklyn plant in 1924. He subsequently served in various sales capacities and in 1932 became district sales manager in Philadelphia. He was transferred to New York in 1937 as a sales division manager and became sales manager of the Atlantic division 10 years later.

He became general manager of sales in 1950 and was elected vice-president in charge of sales in 1951.

Mr. Craver began his career with the company in Baltimore about 25 years ago. Subsequently he was named district sales manager in Philadelphia and later held a similar position for the northern New Jersey area. In 1947 he was appointed a sales division manager in Chicago. He later became manager of sales for the company's central division. He came to New York as general manager of sales in 1952.

Issue Wingwax Booklet

Wingwax Co., Dayton, O., a subsidiary of Davies-Young Soap Co., manufacturers of a wax for aircraft maintenance, recently issued a booklet describing "Wingwax." The booklet gives information about the various uses of the wax in the aircraft field, and contains the comments of several users. The application of "Wingwax" is said to speed up airplanes by as much as 12 miles per hour and, in addition, protects the surfaces to which it is applied. Suggested uses are on wings, to add speed and make cleaning easier, on propellers and rotor blades to protect against abrasion, greases, and chemicals used in spraying, etc. It is reported that "Wingwax" has been successfully used in Korea on Sabrejets. The wax is also said to be applied to the Douglas D-558-2 Skyrocket, world's fastest and highest altitude plane which has reached speeds of 1238 miles per hour and altitudes of 83,000 feet. Eight coats of the wax were applied to the Navy's Douglas F4D Skyway, which recently flew an average of 753.4 miles an hour to win back the world measured course speed record for the United States.

Koppers Names Fullerton

M. Dean Fullerton has been appointed New England district sales manager for the chemical division of Koppers Co., Pittsburgh, it was announced recently by Carl H. Pottenger, assistant vice-president and sales manager of the division. Mr. Fullerton

NOW READY!

For your specialized filling problems . . . our NEW, exclusive process. We pressure package *to your specifications:*

★ FOAM TYPE PRODUCTS

★ WET SPRAYS

★ AEROSOLS

Our plant is open for your inspection.

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HERE'S A LIQUID SOAP DISPENSER THAT OUTCLASSES 'EM ALL IN ITS PRICE RANGE!

No. B9 *Likwidurn*

Sanitary Supply Jobbers will find this low cost, high quality QUART dispenser unmatched in profitable sales. Put this super-silent *"soap seller"* to work for you now!

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FLIES from GARBAGE

• KILLS ODORS
• SANITIZES CONTAINERS

NATIONALLY ADVERTISED TO RESTAURANTS, HOTELS, HOSPITALS and other INSTITUTIONS!

IT PAYS TO STOCK QUEL! Write today for Prices and discounts!

Regularly advertised in local markets—*newspapers—radio—TV!*

Available in pints, quarts, gallons, 5 gallon containers . . . also in 4 oz. bottles for retail sale!

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WANTED! FACTORY REPRESENTATIVES TO CALL ON WHOLESALE SUPPLIERS. WRITE FOR INFORMATION.

Send for

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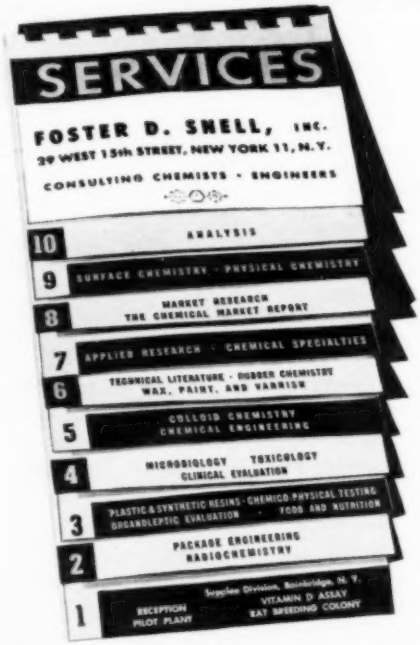
SERVICES
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29 WEST 15th STREET, NEW YORK 11, N.Y.
CONSULTING CHEMISTS • ENGINEERS
10 ANALYSIS
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8 MARKET RESEARCH THE CHEMICAL MARKET REPORT
7 APPLIED RESEARCH - CHEMICAL SPECIALTIES
6 TECHNICAL LITERATURE - RUBBER CHEMISTRY WAX, PAINT, AND VARNISH
5 COLLOID CHEMISTRY CHEMICAL ENGINEERING
4 MICROBIOLOGY TOXICOLOGY CLINICAL EVALUATION
3 PLASTIC & SYNTHETIC RESINS - CHEMICO-PHYSICAL TESTING ORGANOLEPTIC EVALUATION FOOD AND NUTRITION
2 PACKAGE ENGINEERING RADIOCHEMISTRY
1 RECEPTION PILOT PLANT Inspiro Division, Bainbridge, N. Y. VITAMIN D ASSAY RAT BREEDING COLONY

Depicting an Unusually Wide Range of

RESEARCH FACILITIES and SERVICES

was formerly supervisor, division sales office, and replaces J. W. LaBelle, who has resigned.

D&O Donates Books

Donation of 176 bound volumes of chemical magazines to the Columbia University Chemistry Library was announced recently by Dodge & Olcott, Inc., New York. The books were taken from the shelves of the firm's newly installed technical library, located in the Dodge & Olcott Building, and include the *Beichte der Deutschen i.o. Chemischen Gesellschaft*, the *Journal of the Chemical Society*, and the *Proceedings of the American Pharmaceutical Society*.

Termites Hit Modern Homes

Termites in New Jersey cause an estimated $2,000,000 damage annually to homes, according to a recent report by Dr. John H. Schmitt, associate professor and research specialist in entomology at Rutgers University. This damage is due to builders' ignorance of elementary and long-known protective measures such as keeping exterior woodwork at least six inches from the earth, providing air circulation in spaces under floors, and avoiding direct contact between soil and wood, Dr. Schmitt said.

Termites, he explained, depend on wood for food but live in the soil. Builders, he said, are constructing earth-filled porches along sills, joists and forming. Termites did not become a major problem in New Jersey until building styles changed, while the old-fashioned houses, with high foundations and full cellars, stood for centuries without being infested.

Penick-NYQ Price Lift

A combined retail price list has recently been issued by S. B. Penick & Co., New York, and its subsidiary New York Quinine & Chemical Works. The 48-page booklet covers Penick's initial line of packaged botanicals and NYQ's line of packaged medicinal chemicals, arranged alphabetically in one complete list. Copies are available by writing to either company at 50 Church St., New York.

Gathered at semi-annual sales meeting of Arizona Chemical Co. in American Cyanamid offices in New York are, left to right around table, A. E. Neil, salesman with headquarters at Panama City, Fla.; Dr. V. P. Wystrach, research and development section; C. J. Kirkland, production manager; R. J. Schadewald, salesman with headquarters in Philadelphia; F. A. Gunther, New York sales department; H. D. Spruance, salesman with headquarters in Chicago; Richard Herrlinger, group leader, research and development section; Albert Scharwachter, vice president and sales manager; Henry C. Zeni, assistant sales manager; George Eick, director, technical sales service laboratory; H. R. Fagan, New York sales department; T. F. White, salesman with headquarters in New York; E. J. Holland, export sales department; Douglas Banks, accountant, Panama City plant; and L. F. Ciesielski, engineering department.

Metal Box Co. Names Agent

Floor Equipment Co., Fort Worth, Tex., has recently been appointed representative for the states of Texas, Oklahoma, Louisiana, and Arkansas for the line of waste receptacles manufactured by United Metal Box Co., New York. G. C. Framingham and R. H. Wright of Floor Equipment Co. are in charge, according to an announcement by M. W. Greenberg, general sales manager of United.

New Lamco Floor Cleaner

A plastic floor cleaner and protectant for use on Vinylite, terrazzo, and marble floors which do not require waxing, has been announced recently by Lamco Chemical Co., Boston. The product, which has the approval of the Rubber Manufacturers' Association, may also be used on other floors to which a good basic coat of wax has been applied. Gloss and slip-resistance are said to be increased and the amount of rewaxing reduced through the use of this cleaner.

Lamco also makes a self-polishing floor wax, for which it claims a glossy finish, long wear, and high friction-coefficient.

Both products, which are distributed through jobbers, are available in one to five gallon cans and 30 to 55 gallon drums.

New CMC Information

Up-to-date information on uses and applications of "Hercules CMC-CT" is supplied in an 11-page brochure recently published by Hercules Powder Co., Wilmington, Del. This water-soluble, crude, technical grade sodium carboxymethyl-cellulose is used as an additive for synthetic detergents and built soaps, as a dry-cleaning and textile finishing aid for commercial and home laundries.

New "Premier" Cleaner

A new, heavy-duty floor cleaner, designated "Premier model P-909," for wet or dry pickup is described in literature issued recently by Premier Co., St. Paul, Minn. Specifications and illustrations of the tank and various tool kits for specialized cleaning jobs are covered. Further data are available from the manufacturer.

Kious Joins NPCA Staff

Appointment of R. E. Kious to the office of public relations director was announced recently by the National Pest Control Association, New York. Mr. Kious comes to the association

SEIL, PUTT & RUSBY, INC.

Analytical and Research Chemists

For over thirty years we have specialized in the analysis of pyrethrum, rotenone and other

ORGANIC INSECTICIDES

It has been our privilege to make many analyses for government agencies and most leading importers and manufacturers in the insecticide field.

We are also making frequent analyses of the synthetic insecticides, such as D.D.T., B.H.C., Chlordane, Toxaphene, Heptachlor, Allethrin, etc., etc.

Consultation without obligation

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Don't Gamble with New Items

Avoid unnecessary costs and equipment investment. Charges below your own overhead made possible by specialization.

- **SHAVE CREAMS**
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AUTOMATIC EQUIPMENT HANDLING

Bottles • Jars • Collapsible Tubes

Please notice: All equipment—including soap crutchers and freezing tanks—is stainless steel.

OLD EMPIRE MFG. CHEMISTS, INC.

Mt. Prospect & Verona Aves., Newark, N. J.

HUmboldt 4-2121

This isn't an Ad—it's an APOLOGY, *Mister Jobber!*

What *a crying shame!* We just found out that some of you fellows didn't get to hear about our new NOXON deal – the big FREE introductory kit, the FREE case of 213 1-ounce bottles with your first order for 6 cases of 1-gallon cans, the low, LOW delivered prices.

Hundreds of Jobbers grabbed this deal and are cashing in, but BIG. But somehow our mailing list had gaps in it. If we missed YOU, neighbor, it's costing us *both* real money and we're awful sorry about it. *Excuse, please!*

Maybe you'd like to know anyway how to put money in the bank with the finest all-purpose Metal Polish on the market, the one that's fattening the pocketbooks of so many wideawake Jobbers? Just tear out this ad, clip it on your letterhead and holler "Show me!"

NOXON **The All-Purpose Metal Polish**

Noxon, Inc., 812 Jersey Ave., Jersey City 2, N. J.

PERFUME BASES

for

SOAPS — **COSMETICS**

DETERGENTS — **INSECTICIDES**

Neumann, Buslee & Wolfe, inc.

5800 NORTHWEST HIGHWAY, CHICAGO 31, ILLINOIS

from the division of international health, U. S. Public Health Service, where he served as a training specialist.

GEORGE McCARTY

Synfleur Expands N.Y. Staff

George McCarty has been appointed to the New York City sales staff of Synfleur Scientific Laboratories, Monticello, N. Y., it was announced recently. Mr. McCarty, who is a graduate of the University of California, previously represented Synfleur on the West Coast.

Griffin Heads Association

E. L. Griffin of the insecticide division of the Production and Marketing Administration USDA was elected president of the Association of Official Agricultural Chemists at the sixty-seventh annual meeting of the association, held recently at the Shoreham Hotel, Washington, D. C. W. F. Reindollar, Maryland State Department of Health, was elected vice-president, and William Horwitz, Food and Drug Administration, is secretary treasurer.

New Fritzsche Catalog

Fritzsche Brothers, Inc., New York, issued recently its new price list. Distribution of essential oils, aromatic chemicals and allied materials listed is limited to those purchasing in wholesale quantities.

New Lenk Filling Plant

Modern facilities for pressure filling and testing almost anything that must be packaged under pressure, have just been completed by Lenk Co., Franklin, Ky., a subsidiary of Lenk Manufacturing Co., Boston, according to a recent announcement by Col. D. Allen Lenk, president.

Pilot runs have been successfully completed on the Lenk "LP" liquified petroleum torch with a throwaway fuel container, as well as on other custom and contract jobs for container manufacturers supplying insecticide, cosmetic, paint and drug industries.

The building is reinforced concrete and concrete block construction and covers 10,500 square feet on one level. Safety features have been incorporated throughout the production line. Franklin was selected for the plant site because of its central location to all U. S. major market areas exclusive of the Pacific and Mountain states.

Julsrud Joins Alkydol

Appointment of Harold S. Julsrud as sales manager has been announced recently by Alkydol Laboratories, Cicero, Ill. Mr. Julsrud, who is a graduate of North Dakota Agricultural College, comes to Alkydol from Procter and Johnson, Chicago agents for Archer-Daniels-Midland Co., Minneapolis, with whom he has been associated since 1937. Previously he served ADM as a chemist, first in production control and later in research and sales

HAROLD S. JULSRUD

service. Mr. Julsrud's experience includes 32 months service in the fats and oils branch in Washington, first in the Chemicals Division, WPB, and later in the War Food Administration, where he assisted in the writing and administration of many of the allocation and control orders on critical fats, oils, fatty acids, etc. With Mr. Julsrud's assistance Alkydol expects to expand further in the fields of polyesters and emulsions.

New aerosol filling plant of Lenk Co.

Day in Life of

(*From Page* 131)

not conduct electricity. American's technicians worked for a long time on the problem and finally came up with a product that was satisfactory.

Except in the case of sales to steamers and steamship agencies, which are made principally through ships chandlers, Mr. Lassen's firm sells direct. It is his idea that service of the problem-solving sort is what counts in building continuous success. "And that extends to the fellow who buys one dollar's worth or the purchaser whose needs run into thousands of dollars. His good will counts."

The accompanying picture sequence illustrates what goes on in an average day in the business life of a sanitary supply firm, the scope of which extends far beyond mere selling or manufacturing.

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BURNISHINE
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LIQUID POLISH

The original Liquid Metal Polish and the standard of comparison from which metal polishes have been judged for more than 65 years. BURNISHINE polishes all metals and produces a brilliant and lasting luster. Contains no acids, ammonia, harsh abrasives or anything injurious to the finest metals. Harmless to the hands.

"A QUICK SHINE FOR A LONG TIME"

Sanitation Material for:
INSTITUTIONS, HOTEL, RESTAURANT and BAR SUPPLY HOUSES

Write for Samples of Our DEEP FAT FRYER CLEANER

WRITE FOR CATALOG AND NAME OF NEAREST JOBBER

J. C. PAUL & CO.
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SHANCO RESINS
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Emulsion Waxes

Blend in Steam-jacketed
or
Direct Fired Kettles

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for
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Custom RESIN Quality

Shanco Plastics & Chemicals, Inc.

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ADD Ottasept and add sales punch! Your product will be best when it contains Ottasept — bacteriacide, fungicide, and sporicide. Ottasept is non-toxic, non-irritating, non-sensitizing.

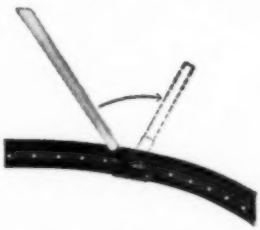
WE HAVE helped many manufacturers, large and small, to improve their products and develop new ones. We can help you, too. Write today.

The OTTAWA CHEMICAL COMPANY
821 Hamilton Street, Toledo 7, Ohio

OTTASEPT®

For Flooded Floors Sell

The Haviland 2 Way Squeegee . . .



The Haviland curved blade, 3½ inches deep, plus a reversible hinged handle lets the user control huge volumes of water quickly and easily . . . simplifies the difficult job of cleaning and drying flooded floors. Available in 24, 30 and 36 in. lengths . . . there's a size for every need.

With the addition of the new *2-Way*, Haviland can offer you the most complete line of floor squeegees in the field . . . simplify your ordering problem by giving you one source to buy from . . . by filling your order within 24 hours after it has been received.

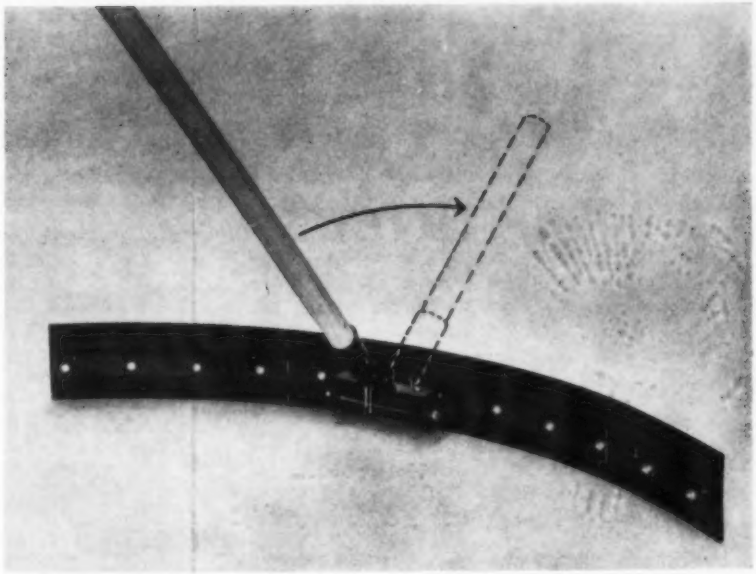
Write today for a free catalog.

WARREN HAVILAND CORPORATION
1810 CHOUTEAU AVE. • ST. LOUIS 3, MO.

"Better Products at Competing Prices"

Wyatt in Reed Wilson Post

Frederick A. Wyatt has been appointed vice-president in charge of sales, advertising and personnel for A. Reed Wilson Co., Kansas City, Mo., sanitary supply firm, it was announced recently. To join the Kansas City firm Mr. Wyatt resigned from his post on the administrative staff of Union College, Schenectady, N. Y., of which he had been a member since 1932. During the twenty-one years he served as assistant to the secretary, as director of admissions, and later as secretary to the college alumni council. He organized and directed Union's placement service. During World War II Mr. Wyatt served four years in naval aviation, and during the post-war years he was twice called by ECA administrator Paul Hoffman as a special recruitment consultant for the Marshall Plan nations abroad. During the first weeks of the Korean conflict the executive office of the Secretary of the Navy requested his services as a civilian consultant.



New squeegee for controlling water on flooded floors announced recently by Warren Haviland Corp., St. Louis. New squeegee features a curved blade 3½ inches deep and a reversible hinged handle to enable user to handle large volume of water quickly and easily. The new squeegee comes in 24, 30 and 36 inch sizes.

Federal Offers New Wax

A new, heavy duty floor wax, designated "Super Lightning Lustre," has been introduced recently by Federal Varnish Division, Chicago. Toughness, durability, wear and water resistance, high gloss, and good buffing properties are claimed for this self polishing wax. The product may be applied to asphalt, rubber, Vinyl, wood, and linoleum surfaces. Federal makes the wax in two formulations: a regular heavy duty formulation and one containing "Ludox" colloidal silica for additional anti-slip properties. For a limited period 10 five-gallon cans of the wax are being offered at the 55-gallon drum price of $1.28 per gallon, f.o.b. Chicago, to encourage practical field testing.

More Emery Dimer Acid

Expanded production facilities for dimer acid and improved processing methods, resulting in a lighter colored product, were announced recently by Emery Industries, Inc., Cincinnati. The improved acid, designated "Empol 1022" polymerized fatty acid, will be in full production early in December. Shortly thereafter it will entirely replace the present "Emery 955" dimer acid.

SAACI Buffet-Dance

A buffet supper and dance for members, guests and ladies will be held Friday, November 13, at the Plaza Hotel, New York, by the Salesmen's Association of the American Chemical Industry. This is the first such affair ever to be held by SAACI, and it may become an annual feature.

The annual Christmas Party of the Salesmen's Association will be held at the Commodore Hotel, New York, Tuesday, Dec. 15.

Photographs below were taken during the recent sanitary supply exhibition put on in Boston by George T. Johnson Co., Medford, Mass. W. James Reider, president of George T. Johnson Co., at extreme right in photo at left, watches a floor machine demonstration put on by a representative of S. C. Johnson & Son Co. Looking on, l. to r. are: A. Gratcey of Raytheon Mfg. Co., Waltham, Mass., M. Smyth, Johnson's local representative, Merle Steere, Providence Washington Insurance Co., Providence and Edward Grant, eastern regional manager of Johnson. Center photo is of registration desk, and at right Mr. Reider draws for a door prize.

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New Packer Vacuum Filler

Packer Machinery Corp., New York, introduced recently its "Model A" vacuum filler, designed especially to answer the needs of the small packager. Equipped with three spout assemblies, the unit is designed to carry up to six spouts, thus providing for any future increase in production.

Dispersants Folder

"Darvan" dispersing agents and their use in the chemical specialties field are described in a four-page folder issued recently by R. T. Vanderbilt Co., New York. Complex polymerized organic salts of sulfonic acids of the alkyd-aryl type, the "Darvans" are finding use in household polishes, cleaners and insecticides, particularly those with high solids DDT concentrates. The folder supplies information on the action of these products and tells how they may be incorporated in various formulations.

Radioactive . . .

(*From Page* 147)

ported to the leaves in rapidly increasing amounts over a 46-day period. Only a small fraction of the OMPA was metabolized in the plant to alkali-soluble, chloroform-insoluble products, although the leaf juices became appreciably toxic to the citrus red mite within 12 to 24 hours. The uptake of OMPA was not greatly different from that of H_3PO_4 similarly applied.

Leaf juices from plants containing relatively large amounts of OMPA were only slightly effective as inhibitors of fly-brain cholinesterase, and the activity seemed largely independent of the total OMPA concentration. This indicates that any toxic metabolite formed is rapidly decomposed and does not accumulate, as does OMPA, or other metabolites. Although the distribution of OMPA was surprisingly uniform throughout the various parts of the plant, the leaves accumulated more OMPA than the roots or stems on a weight basis. Translocation appeared to be greatest in the direction of the most rapidly growing leaves.

The efficiency of absorption of OMPA applied to the bark at the base of orange seedlings was somewhat greater than from water-culture applications. Applications of OMPA to lemon leaves were rapidly absorbed.

Applications of OMPA to lemon and orange fruits were absorbed more quickly into the peel than similar applications into leaves, but penetration into the pulp was not great.

Chatters (9) has summarized the research done by him and his colleagues at Oklahoma A. and M. College with P^{32}- and S^{35}-labeled molecules of "Systox", O,O-diethyl-O-2-(ethylmercapto)-ethyl thiophosphate. The labeled sulfur was apparently on the phosphorus. Studies with this insecticide included: translocation experiments, seed treatments, volatilization studies, vapor pressure studies, and phytotoxicity studies.

(*To be continued*)

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1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Mac Nair-Dorland Co., Inc., 254 West 31st St., New York 1, N. Y.; Editor, Frank J. Reilly, 254 West 31st St., New York 1, N. Y.; Managing Editor, Ira P. MacNair, 254 West 31st St., New York 1, N. Y.; Business Manager, Thomas Morgan, 254 West 31st St., New York 1, N. Y.

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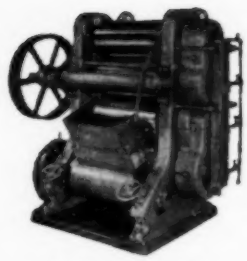

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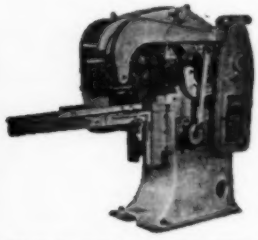

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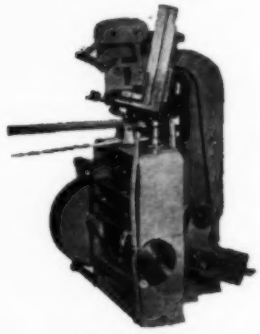

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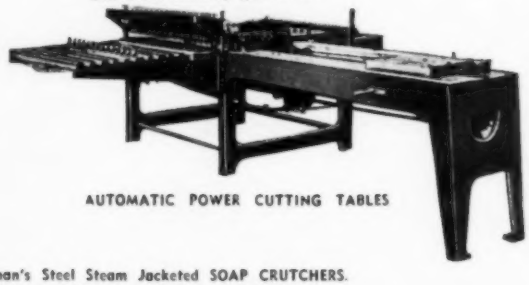

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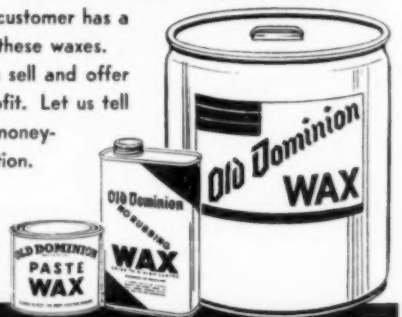

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Salesman: We need representation in Mississippi and Louisiana. Experienced specialty salesman preferred. Write qualifications. Huntington Laboratories, Inc., Huntington, Indiana.

Soapmaker: Must be thoroughly experienced in kettle and crutcher operations, also formulations and complete follow-through of specialty items in synthetics. Gillam Soaps & Chemicals, Fort Worth, Texas.

Sales Manager: A-#1 wanted: Must be experienced in private brand cosmetic field. Unlimited opportunity with established house. Address Box 857, c/o *Soap*.

Situations Wanted

Sales Executive: Twenty years experience in domestic and foreign agricultural and industrial chemicals, insecticide materials, etc., desires sales administrative position with substantial chemical firm. Age 43. Graduate BS chemistry. Address Box 858, c/o *Soap*.

Chemist: Household products widely experienced in waxes, polishes, lacquers, adhesives, emulsions, also automotive chemicals, desires connection with progressive firm. Metropolitan area preferred. Address Box 860 c/o *Soap*.

Situations Wanted

Production Chemist: Assistant plant manager, cleaning compounds, sanitary chemicals, foods, oil products, similar. Production and personnel supervision; laboratory control, management, safety. Age 38, married, veteran. American Institute of Chemists, American Oil Chemists Society. Salary $5800. Address Box 859, c/o *Soap*.

Soapmaker & Chemist: Competent. Having long experience in making of all kinds of soaps and cleaning compounds. Experienced chemist and glycerine recovery. Can take full charge of production. Address Box 861, c/o *Soap*.

Mech. & Ind. Engineer: Mechanical and industrial engineer desires executive position with reliable and progressive firm. Experience:— 5 years plant engineering, one year factory construction, 15 years supt. large private brand toilet soap co. 5 years manufacturing and selling complete line soap making equipment. Address Box 862, c/o *Soap*.

Graduate Chemist: 15 years in small soap plants: yellow and white laundry bar, spray dried, chips, washing powder, glycerine recover. Working knowledge and experience in laboratory, development, production, technical service, and sales of soaps and alkaline compounds. Age 40, married, good health. Address Box 864, c/o *Soap*.

Soap Maker: With 30 years practical experience in laundry and toilet soap manufacture, seeks change of present position to one with progressive firm. Will locate anywhere. Can take full charge of plant. For further information write to Box 865, c/o *Soap*.

Sales: B. S. chemistry, 28, five years experience in chemical sales. Midwestern representative of large prime manufacturer of textile chemicals, surface active agents, and detergents. Contacts in varied fields. Looking for position with greater opportunities, not necessarily in same chemical line. Will travel. Prefer N.Y.C. or vicinity as base. Present salary $8,000-$10,000. Address Box 863, c/o *Soap*.

Miscellaneous

Wanted: Second hand deodorant block, cellophane wrapping machine; also Schaeffer, or other model, glueing machine, with motor, to handle labels up to 11 inches wide. Address Box 866, c/o *Soap*.

Manufacturing Facilities: Long established Pacific Coast soap manufacturer has available facilities for manufacturing soap and allied products for companies desirous of saving freight or seeking Pacific Coast expansion. Address Box 867, c/o *Soap*.

Exclusive Franchise: Progressive manufacturer of complete commercial and industrial vacuum cleaners offers an exclusive franchise to an aggressive distributor of sanitary maintenance products for the six New England States. Excellent opportunity, good financial return, full cooperation on part of factory personnel. Replies confidential. Address Box 868, c/o *Soap*.

Periodicals Wanted: To buy for cash back volumes of this and other scientific and technical journals. Ashley, 24 East 21st St., New York 10, N. Y.

Standard Reference Books:
See pages 82 and 83

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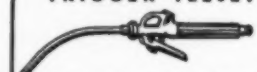

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Wanted: Complete soap or sanitary chemical plants. Also individual items such as crutchers, plodders, mills, mixers, presses, dryers, filling equipment, etc. R. Gelb & Sons, Inc., State Highway No. 29, Union, N. J.

Wanted: A good used Viscolizer or homogenizer. Give make, size, condition and price. Address Box 869, c/o *Soap*.

Wanted: Complete soap or process chemical plants and machinery including kettles, frames, pulverizers, cooling rolls, chip dryers, plodders, cutting tables, evaporators, packaging units, automatic soap presses, mixers, stainless steel tanks. P.O. Box 1351, Church St. Sta., New York 8, N. Y.

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For Sale: Offering approximately 130 cubic feet ½" x ½" x ¼" and 260 cubic feet 1" x 1" x ½" used Raschig rings suitable wax or chemical manufacture $7.50 cubic foot f.o.b. eastern location subject prior sale. Address Box 870, c/o *Soap*.

Sanitary Chemicals, new, up-to-date book. See page 82.

For Sale

For Sale: For personal reasons, I find it necessary to sell a profitable sanitary supply business located in a good, thriving Southern city. Average annual sales volume over $200,000. This is a nice clean business and offers a wonderful opportunity for the right party. Address Box 871, c/o *Soap*.

For Sale: By I. E. Newman, 5602 Blackstone Ave. Chicago, Ill. Jones automatic laundry & toilet soap presses; 1500 lb. to 6000 lb. crutchers; 10" plodder; Automatic cutting table; Type S wrapper; Filter presses; Powder mixers, etc.

Dust Absorber chemical for treating dust cloths and dust mops. Contains no oil or solvent; does not stain or smear. Safe to use on asphalt tile or waxed floors. Parlee Corp., 308-310 E. St. Clair, Indianapolis, Ind.

See Pages 82 and 83

For Sale: Allbright-Nell 4' x 9' chilling rolls. Blanchard #14 soap powder mill. Lehmann 4-roll W. C. 12" x 36" steel mill. Houchin 8½" x 16" 3-roll and 18" x 30" 4-roll Granite Stone Mills. Kettles and tanks, iron, copper, aluminum and stainless. Dryers vac. & atmos. Jones automatic soap presses. Empire State foot presses. Soap frames. Slabbers and cutting tables, hand & power. Crutchers. Six-knife chipper. Filter presses 12" x 42". Wrapping & sealing machines. Powder, paste & liquid mixers. Rotex sifters. Filling machines, Grinders, Hammer mills. Colloid mills. Three-roll steel mills 8" x 22" to 16" x 40". Portable elec. agitators, pumps, etc. Send for bulletin. We buy your surplus equipment. Stein Equipment Company, 107—8th St., Brooklyn 15, N. Y. STerling 8-1944.

For Sale

Stainless Steel tanks and kettles. Steel tanks and kettles; Powder mixers; Pulverizers, etc. Perry Equipment Corp., 1410 N. 6th St., Philadelphia 22, Pa.

For Sale: Soap dispensers for waterless, cream, paste — porcelain enameled—heavy construction—10 pound capacity. National Soap Dispenser, 10216 La Salle Ave., Los Angeles 47, Calif.

For Sale: Reprints "Synthetic Detergents Up-To-Date" II (Newest Revision). Price $1.50. Available from J. W. McCutcheon, 475 Fifth Ave., New York 17, N. Y.

For Sale: 1—Houchin 10" jumbo plodder; 1 — Pneumatic Scale Packaging line complete: 1—Lehmann 12" Plodder; 1—Houchin 14"x36" 5-roll inclined watercooled mill, 30 H.P. motor; 1—Baker 20"x33" 5-roll mill, 55 H.P. motor; 4—Jones automatic soap presses, A, K/, C pin die; 2 Houchin 3 roll granite mills 12x30, 1—4 roll 18x30; 2—Package Machinery Co. model TT and model N soap wrappers; 5—Steel vertical, jacketed soap crutchers, 5,000 lb., 3000 lb., and 1000 lb.; 1—6 knife soap chipper, m.d.; 1—42" x 100" steel flaking roll; Filter presses 12" to 42", powder fillers; dry powder mixers, 12,000 lb., 3000 lb. and smaller sizes; paste and liquid mixers; Rotex screens; Hammer mills; soap frames; Dopp jacketed kettles 100, 350, 600 gallon; Blackmer pumps; tanks; carton gluer-sealers. Ask us to quote on your requirements. Tell us what idle machines or plants you have for sale. Consolidated Products Co., Inc., 15-21 Park Row, New York 38, N. Y. Phone BArclay 7-0600. Inspect our stock at our warehouse, 331-341 Doremus Ave., Newark, N. J.

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Detergents

(*From Page 46*)

cific sulfhydryl reagents (11, 12). Further chemical data on the sulfhydryl, and disulfide, content of various types of keratin have been accumulated in this laboratory and will appear elsewhere (7)."

The doctors made the following summary:

"Various types of keratin (stratum corneum, nails, hair) were incubated in solutions of soaps and detergents. By this treatment the measurable amounts of sulfhydryl groups were increased over those of controlled solutions.

"These findings indicate a certain denaturing effect of these substances on the keratin molecule. The possible role of this effect in the production of dermatitis from these substances is discussed."

Results

The degree of sulfhydryl exposure in the soft plantar keratin by these solutions is represented in Table I. Repeated determinations showed that the extent to which the various soaps and detergents attacked the keratin molecule followed a rather consistent pattern. Ten per cent solutions had a similar but much more marked effect. The order of degree in which these products liberated sulfhydryl from hard keratin is somewhat different (Table II). Nevertheless the products which caused the greatest exposure of sulfhydryl groups in soft keratin also caused the greatest exposure in the hard keratins.

CSC Ethyl Acetate Data

Technical information on ethyl acetate was issued recently by Commercial Solvents Corp., New York, on data sheet No. 20. Uses suggested for ethyl acetate include the following: as an ingredient of cleaning fluids for certain textiles and of solvent mixtures for cleaning parts and equipment in the textile industry; as a component of metal degreasing fluids and in other metal-cleaning operations; and as a stabilizer for tetraethyl pyrophosphate insecticide emulsions and dusts.

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Tale Ends

COME December 7 and the Chemical Specialties Mfrs. Assn. opens its 40th annual meeting in Washington at The Mayflower Hotel with the biggest doings in the association's history. They tell us that 750 representatives of the specialty industry from all parts of the country will be there. For the first time in history—strictly as an experiment, mark ye—ladies will be permitted to attend the annual banquet to be held on Dec. 8. How times do change!

* * *

As of late October, the eastern part of the country was still suffering from heavy infestation of house flies. Long Island had a late invasion of black widow spiders. All told, we hear that 1953 was a banner year for bugs—but not so good for household insecticides. How come? Poor selling or are people being scared by these newspaper blattings about DDT and other pesticides? Or are some of our insecticide pals giving us the old crying routine just as a matter of habit?

* * *

Is "Duzomatic" to be P & G's answer to the inroads which "All" is reputed to be making into the non-sudsing household detergent market? Or is it being considered "just in case"?

* * *

Following its widely touted "chemical carnival" early this year at the John Wanamaker department store in New York, the store fired its housewares buyer. The grapevine says that this was due to too much stock on hand and too little business after the big initial ballyhoo was over. The idea still has merit, but calls for the right store or stores in the right locations and maybe a little less optimism in stocking up on polishes, insecticides, floor waxes, cleaners, mops, and the like.

* * *

The likeness of Neil McElroy, P & G's handsome prez—from a painting by Ernest Hamlin Baker—appeared on the front cover of the Oct. 5 issue of "Time." A good cover and a good subject. But then some caption writer had to get real cute and add under the man's name, "He Duz the dishes with a Tide of Joy." Quick Clarissa, my shootin' airn! And there was behind the scenes a hidden chuckle also. To make certain that their selection was a worthy subject for the front cover, the edtiors checked with the folks at Lever Brothers. The latter quite agreed that the choice was both a worthy and happy one. If you want the bald and unvarnished truth, go to a bloke's competitor. And could it be that "Time" might have made a wrong pick or two in past cover subjects?

* * *

Decrying the lack of disinfecting power of the newer detergents, or "soap substitutes," one, C. Sprinz of Hull, England, wrote a letter to the Manchester Guardian Weekly in which he stated: "Soap-water is a powerful disinfectant." And he went on, unless these newfangled substitutes can claim the same disinfecting power, they should not be used in places like "small catering establishments" unless a disinfectant is added. They give a false sense of security against dangerous germs left on dishes. So, you purveyors of "soap substitutes" don't think you are fooling Sprinz for one minute.

* * *

How to choose a hand soap is the subject of a recent feature in The Clean Up, Dolge of Westport, Conn. house organ. It gives the dope on hand soaps in quite some detail going all the way back to the Romans. But what we would like to know in this year of 1953 is after you have chosen your hand soap, how do you keep soap in the dispensers in the washroom? Plenty of soap in the storeroom and plenty of dispensers in the washroom, but it's a tough job to get them together where they can be used. There is nothing which gives the mark of a neglected washroom like empty dispensing equipment.

* * *

At a recent luncheon of the Sales Executives Club in N. Y., the advice was given that companies should not overlook the little woman in training their sales men. They should train his wife as well, let her in on the business, let her know why Horace is on the road half of the time or more, let her know how tough it is to sell anything when people don't want to buy it—in short, educate her too. And then, perhaps, the company, we assume, might go even further. Train the whole damned family, the in-laws, the kids, and their cousins, just in case some of them might be asked a question. Why stop at just the little woman?

* * *

The lady down in Knoxville, Tenn. sold a lot of window cleaning fluid. People came for miles around to buy it. Her business was so good and her price so high—50c for a two ounce bottle—that her neighbors and the authorities got a little suspicious. They tracked down some of her customers and found few if any of them cleaning windows with the stuff. They drank it. So, the lady was hailed before a judge and fined $50 for misrepresenting her product.

No Sale...

YOU can't sell storm windows at the equator, nor ice at the North Pole. Just like advertising in the wrong place. But, for example, if it be the field of cleansers, detergents, soaps, floor waxes, insecticides, aerosols, disinfectants, automotive chemicals, and allied chemical specialties, you can rest assured that there is one place where your advertising is certain to hit the target, in the pages of

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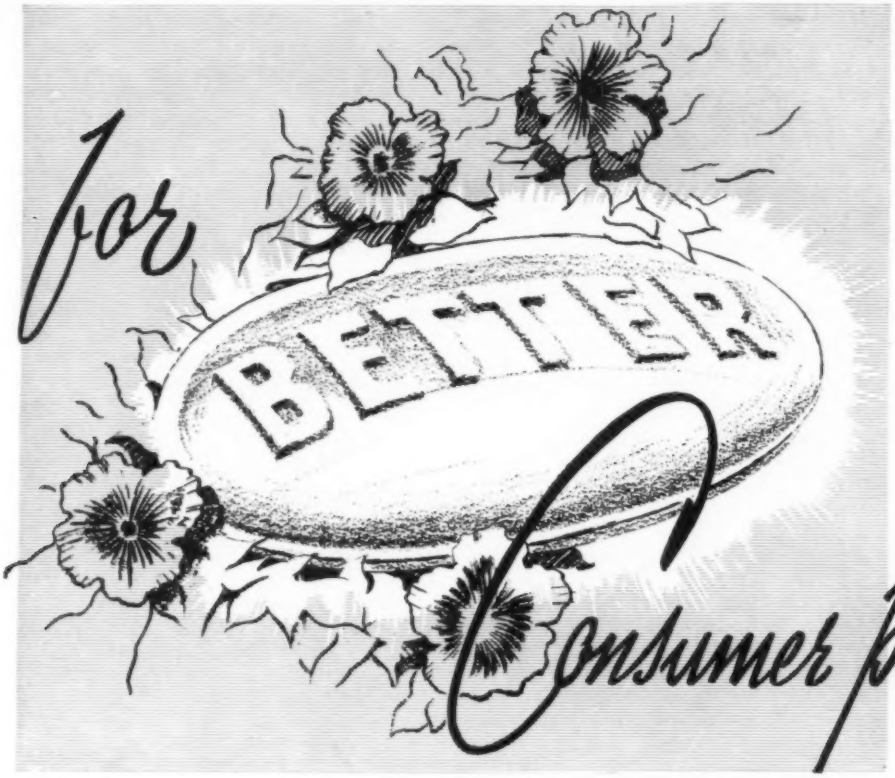

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